



THE 2010 INVEST TENNESSEE EQUITY CONFERENCE

INVEST Tennessee is an equity investment conference that brings Tennessee's leading public company executives together with regional and national institutional fund managers, analysts and other investment professionals interested in Tennessee investment opportunities. Through this convenient forum, executives present corporate results and strategy in a day of formal presentations and individual meetings. For investors, it is the opportunity to evaluate many companies in a single day. A national keynote speaker explores the investment climate.

DATE AND LOCATION

May 27, 2010, Nashville Convention Center, Nashville, Tenn..

ATTENDANCE BY INVITATION ONLY

Attendance is limited to institutional investors, analysts, financial advisors and qualified investment professionals. Those invited to the event are investment professionals in the region, analysts following the participating companies or their peers, institutional investors with holdings in those sectors or generalists. Admission and the day's events are covered by the conference.



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A CONFERENCE FEATURING TENNESSEE PUBLIC COMPANIES

A dozen or more Tennessee-based public companies of various capitalizations and industry sectors will present at the 2010 INVEST Tennessee conference, with other companies available for scheduled or ad hoc meetings.. Healthcare and banking companies are likely to be featured. Corporate participants in other INVEST conferences have included companies such as:

- American Electric Power (NYSE: AEP), Columbus;
- Brown-Forman Corporation (NYSE: BFb), Louisville
- Cardinal Health, Inc. (NYSE: CAH), Dublin, Ohio;
- Churchill Downs Incorporated (NASDAQ: CHDN), Louisville;
- Cincinnati Financial Corporation (NASDAQ: CINF), Cincinnati;
- Hill-Rom Holdings, Inc., (NYSE: HRC), Batesville;
- Humana Inc. (NYSE: HUM), Louisville;
- Kite Realty Group, LP (NYSE: KRG), Indianapolis;
- Macy's, Inc. (NYSE: M), Cincinnati;
- Old National Bancorp, (NYSE: ONB), Evansville;
- Steel Dynamics, Inc., (NASDAQ: STLD), Fort Wayne, Ind.;
- WellPoint, Inc., (NYSE: WLP), Indianapolis;
- YUM Brands, Inc. (NYSE: YUM), Louisville;
- Zimmer Holdings, Inc., (NYSE: ZMH), Warsaw, Ind.





2010 INVEST TENNESSEE EQUITY CONFERENCE HIGHLIGHTS

- One day conference with two simultaneous presentation tracks
- Each presenting company has a 20-25 minute formal presentation slot and a 10-15 minute Q&A session
- Company presentations are grouped by sector (i.e. presentation blocs featuring healthcare companies, financial companies, retail, etc.)
- Face to face availability with management through prescheduled one-on-one or small group meetings
- Opportunity to learn more about leading companies and/or discover lesser-known companies
- Online reservation to attend the conference and to submit meeting requests for company executives
- Corporate materials (annual report, presentation copies) are available in the corporate materials area
- Profiles of the participating companies and their executive presenters are featured on the conference website, with links to company websites and contact information for executives
- Noted keynote speaker at lunch providing insight about Tennessee's economy or its industry sectors
- Networking opportunities with CFAs and others in the investment community at breakfast and throughout the day
- Opportunity to seek information from conference sponsors about services and support
- Admission, meals and refreshments are underwritten by the conference (travel and overnight accommodations are the individual's responsibility)

FINANCIAL KEYNOTE SPEAKER

A noted official or journalist with insights on the Tennessee economy and the workings of Wall Street or specific industry provides the keynote speech.

SPONSORSHIPS

A number of investment and support companies sponsor INVEST events, including firms offering accounting, legal, investment banking, money management, risk management, financial data, printing and other services.

ABOUT THE CONFERENCE ORGANIZER

INVEST Tennessee was formed specifically to facilitate this equity conference and bring together senior management of select Tennessee public companies with the investment community. Endorsed and supported by the CFA Society of Nashville, the conference is guided by a steering committee comprised of leaders from participating companies and other investment community leaders.

FOR MORE INFORMATION

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Code required for registration as a CFA member:

TN02CFA