

**Lenny Dykstra, Founder & President of The Players Club,  
to Keynote the 2008 Financial Communications Forum**

*Former Mets and Phillies All-Star will speak to the launch and specific targeting of  
his new magazine for high net worth professional athletes*

**Boston, MA** (January 10, 2008) – Insight Forums, LLC today announced that Lenny Dykstra, founder and president of The Players Club, will deliver the keynote address at the 2008 Financial Communications Forum. A former All-Star outfielder with the Mets and Phillies, and an influential contributor to theStreet.com, Dykstra will speak to the launch and specific targeting of the new magazine he is starting to serve professional athletes, an audience of extremely high net worth individuals. His presentation will take place on April 15, 2008 at The Princeton Club of New York.

Now in its 12th year, the Financial Communications Forum helps senior managers raise the bar on the design, production, and delivery of documents that communicate financial information. Dykstra will be followed by other speakers who will address such other pressing issues as:

- Transpromo
- Baby Boomer Marketing
- Delivering Secure Online Statements
- Building Advisor Relationships
- Usability Testing and Marketing Materials Redesign
- Information Design, Clarity, Color & Personalization
- Shareholder Notice & Access
- Customer Self-Service
- The Business Case for Effective Communication

The Financial Communications Forum is sponsored by a consortium of leaders in financial communications including Art Plus Technology, Corporate Insight, Exstream Software, GMC Software Technology, ISIS Papyrus, NEPS LLC, Personix, OutputLinks, and Ricoh Production Printing. Together, these firms will help give attendees exclusive insights into the management best practices and technology innovations they need to improve their state of the art. Among the scheduled highlights is a special session during which the Finalist and Winning entries for the Insight Award for Customer Advocacy in Financial Services will be profiled.

Program information is available online at [www.insightforums.com/fcf2008.php](http://www.insightforums.com/fcf2008.php) or by calling Susanne Bartz at 617.646.4100. Sponsorship information may be obtained from Marianne von Nordeck at 617.646.4162.

**ABOUT INSIGHT FORUMS**

Insight Forums produces focused collegial events that bring marketing, technology, compliance, and operations professionals together to present and discuss methods for improving financial and healthcare communications. Additional information is available on the Web at [www.insightforums.com](http://www.insightforums.com) or by calling Steve Weissman at 617.646.4140.