



## **VIKING CAPITAL LTD ANNOUNCES NAME CHANGE AND NEW FOCUS**

Viking Capital the NZAX listed company, today announced a new name, a new Chairman and a new focus.

Brent King, current Chairman and Managing Director said "The current financial markets are obviously the most discussed topic for all Boards of Directors. The markets are clearly causing all companies to reconsider their plans, both short and medium term plans.

Viking's prospectus and name clearly indicated a very aggressive approach, this was appropriate at that time".

On 13 May 2008 we announced the purchase of the Businesses of Equity Investment Advisers and MoneyOnline. These businesses complemented the existing businesses of Media and Funds Under Management of Investment Research Group.

The focus of the group is clearly in the Media and Investment Advisory sectors. As a result of this, the directors have decided the change the groups name to reflect this. As from 25 August 2008 the group will trade under the name of INVESTMENT RESEARCH GROUP LTD.

It will trade under code IRG on the NZAX.

From the same date, Sir William Birch will assume the Chair of the Group. Mr King said, "as the group has grown it has been harder to undertake both roles. I am delighted that Sir William has accepted the role. His skills and knowledge are invaluable in these treacherous times".

Sir William Birch said "the markets are difficult but all markets move in cycles. The key at this time is to ensure that we have a well considered and appropriate plan, plus a very tight focus on day to day management and cash flow. I am looking forward to working with Brent and the team in my new role".

The subsidiary businesses will be named as follows:

### **IRG Media**

This business includes all the media publications of the group including;

- New Zealand Investor Monthly - New Zealand's leading investment magazine
- Equity weekly - email newsletter
- MoneyOnline newsletter
- McEwen Investment Report - Popular weekly subscription newsletter
- IRG Investment year Book - New Zealand leading yearbook giving 5 year data on listed New Zealand and Australian shares.

Web Sites

[www.equity.co.nz](http://www.equity.co.nz)

[www.irg.co.nz](http://www.irg.co.nz)

[www.irgmedia.co.nz](http://www.irgmedia.co.nz)

[www.moneyonline.co.nz](http://www.moneyonline.co.nz)

[www.shareinfo.co.nz](http://www.shareinfo.co.nz)

## **IRG Portfolio**

IRG Portfolio focuses on the full portfolio service using Aegis, the custodial platform. The service gives clients a full service investment advisory product. This is proving popular with clients, particularly those who have been neglected or poorly advised in the past.

The service is attractive to clients as IRG;

- Has an independent Investment Committee headed by the well respected Louis Boulanger
- Does not issue any of its own products
- Selects products that are most appropriate for clients

## **IRG Investment Advisers**

This is the business of the old Equity Investment Advisers. This business offers advisory and sharebroking services to clients who like advice but wish to make their own investment decisions.

Mr King said "we are clearly focused on developing our Investment Advisory and Media businesses. They are significant assets which will benefit from an increase in scale. Our focus is simply to increase size and profitability so we can reward our shareholders".

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