

SEC Changes Rules on Company Fund Raising

On July 10, 2013, the US Securities and Exchange Commission (SEC) lifted an 80-year-old ban on advertising by companies seeking capital. The SEC voted to approve a rule that Congress included in last year's Jumpstart Our Business Startups Act (JOBS Act), which I discussed in my letter to the shareholders in April 2012. This new SEC rule will fundamentally change the way that many companies raise money in the private marketplace.

Currently, companies had to go to the network of people they knew to raise capital. With the new SEC rule, Iris will be able to send out mass communication about our stock and convertible notes to ANY investor through the web, radio, television, newspaper, etc. New qualified investors, outside the immediate Iris network, will soon be able to buy large blocks of shares or convertible notes directly from the company, and any investor, to whom we were previously prohibited from accessing through mass communication, will now hear about Iris and can buy our under-valued stock on the open market.

The rule change is set to take effect 60 days after the rule are published by the SEC. Iris is excited about the future.