



Press/Analyst Contact:

Mark Southam
Event Director- CIO Finance
mark.southam@cdmmedia.com
+1 808 694 3654

Torey Herr
Marketing / Events Manager
CDM Media USA Inc.
torey.herr@cdmmedia.com
+1 808 694 3660

FOR IMMEDIATE RELEASE

'CIO Finance Summit' Announces the Addition of Leading Professional

February 26, 2008- The SBS division of CDM Media Inc. proudly announces the participation of expert analyst partner John Schmidt chairman of Integration Consortium, at the upcoming invitational 'CIO Finance Summit'. Mr. Schmidt will present a workshop, "Developing SOA within an IT Governance Framework", as part of the agenda on Tuesday, September 23rd, 2008 event.

John Schmidt is a leading information systems professional who has been serving on the board at Integration Consortium, a standout global integration community, since its conception in 2001. "Mr. Schmidt's 30 years of experience in implementing integration competency will surely season insight at the 'CIO Finance Summit'", said Torey Herr, Events and Marketing Director of CDM Media. The summit is set to launch September 22-24, 2008 at the Four Seasons Resort, Scottsdale, Arizona.

Schmidt is a frequent speaker on architecture and integration and in the February 2008 issue of 'ITO America' spoke of SOA stating, "The reality is that SOA is a solid technical solution and the best that the industry has to offer today". John Schmidt will discuss SOA as well as IT Governance in depth as a part of the highly influential workshop. Of the workshop Schmidt attests, "This workshop will explain the difference between SOA and SOI (Service Oriented Integration), why it's important, and how an IT Governance Framework is an essential ingredient for aligning business groups with IT capabilities and capturing the benefits of a Service Oriented approach".

The 'CIO Finance Summit' is designed to join business leaders from the most technologically advanced and innovative companies within North America's financial service market. A series of organized business meetings, panels, workshops, and discussions will permit companies and peers alike to network and maximize goals.

CIO Finance Summit

The SBS Division of CDM Media has a very credible reputation of delivering strategically positioned, content driven events to C-level clientele from the Fortune 1000. With experience in over 20 different vertical markets and international experience on delivering intimate, effective business summits. CIO Finance Summit will be the gathering where executives develop great business ideas and lasting relationships with their peers and colleagues. For more information visit www.ciofinancesummit.com.