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FOR IMMEDIATE RELEASE

‘CIO Finance Summit’ Leads as Premiere Business Gathering within Financial Services IT Sector

July 8, 2008- The ‘CIO Finance Summit’ is nearing and gaining clout as the leading business gathering for top leaders in the financial services IT industry. The delegates, participants, sponsors and attendees are from ranging companies such as Bank of America, Wells Fargo, Scotiabank, EMA, Wachovia, IDC, JP Morgan, IBM and Novell. The summit will launch September 22nd-25th, 2008, at the Four Seasons Resort, Scottsdale at Troon North and is the financial services IT business event not to be missed.

The summit will be a rare opportunity for forward thinking IT and finance professionals to come together and address the challenges and issues they face in today’s rapidly changing corporate world. Through a variety of exceptionally structured business meetings, Q & A’s, panel discussions, and networking events, individuals across the most successful levels of executive management will meet and address their common goal of ‘Maximizing Value for the Customer and Shareholder’.

Glenn Willis, EVP, ‘CIO Finance Summit’, anticipates the summit’s success, saying, “We’ve already got great momentum and as the summit approaches, we’re building new interest coming in from all sides. The opportunities that will be afforded to the participants at this exclusive event are simply unmatched, and it’s being recognized throughout the industry. It’s clear the delegates, sponsors, and partners are looking forward to September, as we continue to see more and more interest and increased website traffic as it approaches.”

Some ‘CIO Finance Summit’ leaders participating in the event as delegates include Gabrielle Vitale, CISO, American Express, Scott Dillon, EVP, Wells Fargo, J.P. Savage, CTO, Scotiabank, and industry giant Marc Gordon, Global CTO, Bank of America. Bearing the responsibility of Master of Ceremonies is Julio Gomez, CEO, Gomez Markets and welcoming guests as the opening key-note speaker is Rich Lechner, VP Energy Efficient Technologies and Services, IBM.

Specific attention to information technology in the financial sector is present in panel discussions such as ‘Optimizing the Network to Drive Business’, ‘Cloud Computing vs. Utility Computing’ and ‘The Image Payments Network’. Highly anticipated networking events include a Jazz themed evening with cognac and cigar sampling and an American West themed dinner party enhanced by the rolling hills of Arizona’s heartland.



The 'CIO Finance Summit' has been designed to create countless opportunities for peer-to-peer networking throughout the duration of the event. Within the workshops, panel discussions, business meetings, golf outings, luncheons or dinners, there are plentiful occasions for open discussions that increase the collective sum of professional knowledge on certain issues. Coating the caliber of attendees and strategic organization of the summit, is the venue in which it will take place, The Four Seasons Resort in Scottsdale, AZ.

'CIO Finance Summit'

The 'CIO Finance Summit' is a component of the SBS Division of CDM Media, an integrated marketing company. 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, the CIO Finance Group is sure to create unique opportunities for executives to develop great business ideas and lasting relationships with their peers and colleagues at the 'CIO Finance Summit'. The summit will be held at the Four Seasons Resort in Scottsdale, AZ, September 22-25, 2008, where leaders from the most technologically advanced and innovative companies within North America's financial services sector will gather to address their common goal of 'Maximizing Value for the Customer and Shareholder.'" For more information, please visit www.ciofinancesummit.com