



Press Contact:

Paige Hogan
PR Manager
CDM Media
O: 808.535.9300
F: 808.535.9311
paige.hogan@cdmmedia.com

FOR IMMEDIATE RELEASE

CDM Media Announces BackOffice Associates Sponsorship of 2009 CIO Finance and CTO Telecom Summits

June 19, 2009 – CDM Media is pleased to name BackOffice Associates, the leading provider of SAP data migration and SAP data governance solutions, a cross platform sponsor of the Strategic Business Summits series, including the upcoming CIO Finance Summit and CTO Telecom Summit. As a sponsor of the SBS events, BackOffice Associates joins the roster of top-tier IT executives and organizations within the Fortune 1000 slated to attend the business technology events. The CIO Finance Summit will kickoff August 30th -September 2nd in Scottsdale, AZ and the CTO Telecom Summit will follow November 8-11, 2009.

“BackOffice Associates, LLC joined us at the CIO Healthcare Summit held in May as first time event participants. A highlight of the event was a well-received keynote presented by Tom Kennedy (CTO & Co-Founder, BackOffice Associates) on Data Governance in Healthcare. We’re greatly pleased to welcome back BackOffice, and this time as a cross-platform sponsor. BackOffice Associates are pioneers and top providers of process governance solutions, and I know that attending executives within the financial services and telecommunications sectors of the industry will gain significant insight by having BackOffice present at our upcoming summits,” said Glenn Willis, CEO, CDM Media.

BackOffice Associates are the leading provider of data migration, data governance and process governance solutions. Their solutions focus on eliminating risk associated with poor data quality and generating the value required from global ERP projects. BackOffice Associates are known for pioneering the industry’s only “Boring Go Live” migration process to deliver a smooth startup for customers implementing ERP solutions.

The Strategic Business Summits (SBS) Division of CDM Media focuses on bringing top technology leaders together with solution providers and analyst insight to create an intimate setting where new strategies can be explored and new business partnerships can be made. Launching August 30th -September 2nd at the Four Seasons Resort in Scottsdale, AZ, the CIO Finance Summit will gather leaders within financial services, including Bank of America, State Street, Deutsche Bank and Citigroup executives, to address keys to surviving and thriving in today’s economic climate. For more information please visit www.ciofinancesummit.com

About CDM Media



CDM Media is the worldwide custom design marketing company providing strategic solutions and specially-tailored packages for all of your marketing needs. Through innovative and creative planning and truly catering to our customers' marketing challenges, we provide a true one-stop-shop for companies looking for a quality partner to stand out in today's markets. CDM Media creates unique platforms on which we present our clients' marketing material that garners an audience of the highest level professionals in targeted verticals. Through the BIR (Business Intelligence Reports), SBS (Strategic Business Summits) and CDM (Custom Design Marketing) divisions of CDM Media, we cover all of our bases when it comes to providing complete and dynamic marketing coverage.