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**News Release Contact:**

Donna Nusspickel
SourceMedia Conferences
(212) 803-6084

donna.nusspickel@sourcemediacom.com

Corporate Contact:

Anne O'Brien
SourceMedia
(212) 803 8280

anne.obrien@sourcemediacom.com

DM Review and the CDI-MDM Institute announce the CDI-MDM SUMMIT – Fall 2007

Aaron Zornes, founder of the CDI-MDM Institute, and the leading analyst authority for master data management, to keynote and chair the event.

NEW YORK, NY – September 2007 - SourceMedia and DM Review are pleased to announce the CDI-MDM Summit - Fall 2007 conference to be held at the New York Hilton hotel on November 14 - 16, 2007.

Working closely with SourceMedia's Events and Conferences Group and DM Review is Aaron Zornes. As chief research officer for the CDI-MDM Institute, Mr. Zornes is responsible for shaping the agenda and speaker lineup for the IT industry's mega-event covering the exploding areas of customer data integration (CDI), master data management (MDM), and data governance.

According to Gartner research, the CDI software market will grow at 30% CAGR through 2010 with \$2 billion expected to be spent on the aggregate MDM market during 2010. As further evidence of the strategic importance of this market, analyst firms Forrester and Gartner have recently released updated Wave reports and Magic Quadrants respectively.

CDI-MDM SUMMIT – Fall 2007 is designed to meet the needs of first mover and early adopters in mid-to-large organizations who are either evaluating or implementing these key technology initiatives. The conference provides additional emphasis for the advanced MDM practitioner as well as the financial services and life sciences industries. The three day conference agenda is designed to provide a road map for the approximately 600 attendees via more than fifty real-world case studies, expert panel discussions, and thought leadership presentations. Keynotes will be provided by executives from: BearingPoint, DataFlux, IBM, Initiate Systems, and Siperian with case study presentations from market-leading enterprises such as: Aetna Insurance; ALLTEL; BNSF Railways; BP; Capital One; Cardinal Health; Church Pension Group; Corporate Express; CVS Pharmacy; De Lage Landen/Rabo Bank; GE Money; GMAC Financial Services; Honeywell International; IBM CIO Office; Johnson & Johnson Health Care Systems; Millennium Pharmaceutical; National Instruments; Pfizer; The CIT Group; TIAA-CREF; and, UMB Bank, and more. For additional information regarding this event, please visit www.sourcemediaconferences.com/CDIFL07.

Per Mr. Zornes, "This is a unique opportunity for enterprise architects, CTOs, and CIOs to learn from and network with the best and the brightest CDI and MDM early movers – from GMAC Financial Services (financial services) to Pfizer (life sciences). Our conference agenda includes timely topics such as data governance, privacy compliance, and global account management."

Adds DM Review editor James Ericson, "We saw the emergence of CDI and MDM several years ago when we launched our CDI and MDM Resource Portals at DMReview.com. The SOLD OUT status of these events only further underscores the strategic nature of master data management as a vital solution in addressing enterprises' needs for better compliance, increase cross-selling, and better customer service."

About *The CDI-MDM Institute*

The CDI-MDM Institute is the only research advisory firm focused exclusively on customer data integration (CDI), master data management (MDM), and data governance. The institute provides insight into the CDI-MDM decision making process in North America, Asia-Pacific and Europe via a "trusted advisor" relationship with the CIOs, CTOs, enterprise architects, and CDI-MDM project leaders at 4,500+ Global 5000 enterprises currently engaged in such infrastructure build-out. Its MarketPulse™ reports and CDI-MDM Alerts™ newsletter provide IT organizations, vendors, and investors hard-hitting insights into best practices as well as market observations. The CDI-MDM Institute provides clear direction for CDI-MDM investments which are independent, authoritative and relevant at www.The-CDI-MDM-Institute.com.

About *DM Review*

DM Review empowers both the business and IT audience with the latest strategies for rolling out and optimizing technology investments. Published monthly, *DM Review* provides product reviews, best practices and cutting-edge commentary from the leading Business Intelligence and Data Management experts. Areas of coverage include: business process management, business performance management; customer relationship management including customer data integration; data integration, database and application management, data warehousing, ETL, EII, and EAI. This information is also available online at www.dmreview.com.

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