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APRIL 7-9, 2008

METRO TORONTO CONVENTION CENTRE, NORTH BUILDING

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**FOR IMMEDIATE RELEASE**

**IT360° Conference & Expo:  
Hosts CIO Executive Council Regional Meeting**

**January 3, 2007 (Toronto) Canada...**Canada's leading information technology event, IT360° Conference & Expo, in cooperation with the CIO Executive Council, are pleased to announce that the next CIO Executive Council Regional Meeting will be hosted at IT360° ([www.it360.ca](http://www.it360.ca)) in Toronto, April 8, 2008 at the Metro Toronto Convention Centre.

The CIO Executive Council is a member-led executive organization comprised of several hundred of the world's leading IT executives who work together to impact the intersection of business, technology and strategy. Members are located all over North America and beyond, so the CIO Executive Council offers regional meetings in major cities to provide members an opportunity to meet other local CIOs to exchange insights about issues most important to the membership.

"Our mission, which is to foster measurable value for all members through peer reliance and outreach, complements the objective of IT360° perfectly. We are thrilled to be part of the program, and we are confident that every attendee will be able to take away valuable insights and apply them to their jobs," says Mark Hall, General Manager of the CIO Executive Council.

"CxO's have always been a key community of the IT360° Conference & Expo. Working with the *CIO Executive Council* brings this elite group together with IT360. CIOs and senior executives are IT360°'s target audience and by hosting their meeting IT360° continues to draw in decision-makers in the information technology field," said Bruce Cole, President of Plum Communications Inc. and producer of IT360° Conference & Expo.

The Regional Meeting at IT360° on April 8 will offer a workshop roundtable on topics of interest, a town hall on business trends and a lively cocktail reception, offering members and other attendees an opportunity to continue their conversations while networking. CIO Executive Council members receive complimentary registration to their April 8 meeting and unlimited access to the IT360° event. A preliminary schedule has been established and is available for viewing on the IT360° website:

<http://www.it360.ca/2008/CIOExec.cfm>

**About: CIO EXECUTIVE COUNCIL**

The CIO Executive Council is a member-led executive organization, consisting of current and future business leaders working to impact the intersection of business, technology and strategy. Our mission is to foster measurable value for all members by enabling them— through peer reliance and outreach—to apply the knowledge, insights and best practices of their peers to the success of their enterprise and personal achievement. To learn more, visit [www.cioexecutivecouncil.com](http://www.cioexecutivecouncil.com)

**About: IT360° CONFERENCE AND EXPO**

IT360° Conference and Expo is an IT360 Inc. ([www.it360.ca](http://www.it360.ca)) event managed by Plum Communications working in partnership with ITWorld Canada addresses the critical issues facing the industry while providing realistic strategies to enable the implementation of the best and most cost efficient solutions. Plum Communications Inc. is a leading Canadian organizer of community-based IT events "*Cultivating Innovation in Technology*" since 1984 focusing on what companies are doing and how IT professionals are implementing new systems. [www.it360.ca](http://www.it360.ca)

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