FOR IMMEDIATE RELEASE

IT360° Conference & Expo:
Registration Open and David Rice Announced
as Opening Keynote Speaker

January 23, 2008, Toronto, ON, Canada…**IT360° Conference & Expo** (www.it360.ca), Registration is now open for IT360° Conference & Expo, Canada's only comprehensive IT event dedicated to providing business professionals complete IT solutions. IT360° announces industry leader, ***David Rice***, Director of The Monterey Group and published author, as the event's opening keynote address. Recognized by the US Department of Defense and one of the worlds' leading authorities on information security, Mr. Rice, will address IT360° attendees at 10:00am on April 8, 2008 at the Metro Toronto Convention Center, with his keynote titled, "**Geekonomics: The Real Cost of Insecure Software**".

"Software is becoming the foundation of civilization, yet unlike other critical industries, software production enjoys a remarkable insulation from liability and regulation." said David Rice. Rice's talk illuminates the economic impacts of poor quality software as compares regulatory standards among various industries, and challenges software purchasers to demand better products.

Rice continues to state, "This situation exists despite general agreement on the inadequacy of software development practices, as well as the enormous cost to individuals and organizations in protecting their systems from exploitation."

Bruce Cole, president of Plum Communications Inc. and producer of IT360°, says, "David's keynote will be a highlight of the event as he speaks of the human and financial costs associated with the serious problem of security in software. His approach is entertaining and enlightening as he presents the enormity of this problem and how to solve it."

About IT360° Conference & Expo 2007
IT360° Conference and Expo is an IT360 Inc. (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

About David Rice
Currently Director of The Monterey Group, David Rice is an internationally recognized information security professional and an accomplished educator and visionary. For a decade, he has advised, counseled, and defended global IT networks for government and private industry. David has been recognized by the U.S. Department of Defense for "significant contributions" advancing security of critical national infrastructure and global networks. David is also a Pearson Education published author of *Geekonomics: The Real Cost of Insecure Software.*

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