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FOR IMMEDIATE RELEASE

CMA Canada and CMC-Canada Announce Strategic Alliance

TORONTO – December 15, 2008 — The Society of Management Accountants of Canada (CMA Canada) and the Canadian Association of Management Consultants (CMC-Canada) announced the formation of a strategic alliance today.

The decision is based on a recognition of the growing importance of the management consulting profession in Canada and internationally, and outlines areas for joint initiatives including professional development, research, and advocacy, and gives members of both designations greater access to top-quality resources.

Michael Tinkler, FCMA, Chair of the CMA Canada National Board of Directors, said that a strategic alliance between CMA Canada and CMC-Canada will increase recognition of members of both organizations in the local and international marketplaces, as well as provide for greater mobility and career opportunities.

“Through their unique skill sets, members of CMA Canada and CMC-Canada make a significant contribution to the growth and success of organizations of all types,” said Tinkler. “A strategic alliance with CMC-Canada will address the needs of both organizations’ members, their clients and employers.”

CMC-Canada National Chair Bob McCulloch, FCMC, pointed out, “This alliance will recognize and build on the complementarity of the two professions, embracing the concentrated expertise and the broad business perspective of both. We can learn a great deal from each other.”

The next step in the process will involve the establishment of a working group with representation from both organizations to design the implementation of this initiative.

The agreement comes into effect immediately.

About CMC-Canada

CMC-Canada fosters excellence and integrity in the management consulting profession as a whole. CMC-Canada administers, and its provincial Institutes confer, the CMC designation in Canada. The Association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. CMC-Canada is a founding member of the International Council of Management Consulting Institutes (ICMCI). For more information, visit www.cmc-canada.ca

About CMA Canada

With 40,000 certified members around the world, CMA Canada grants a professional designation in *strategic management accounting*™ and is responsible for standards-setting, accreditation and the continuing professional development of CMAs. CMAs provide an integrating perspective to business decision-making, applying a unique blend of expertise in accounting, management and strategy to identify new market opportunities, ensure corporate accountability, and help organizations maintain a long-term competitive advantage. To optimize the performance of global enterprises and build *strategic management accounting*™ skills, CMA Canada offers innovative executive development programs, advanced online courses, and internationally recognized knowledge management publications. For more information, visit www.cma-canada.org

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