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METRO TORONTO CONVENTION CENTRE, NORTH BLDG

FOR IMMEDIATE RELEASE

CATAAlliance Will Educate IT360° Attendees: To Social Network or Not?

February 20, 2008, Toronto, ON, Canada...As the platinum association sponsor of **IT360° Conference & Expo** (www.it360.ca), CATAAlliance announces their Keynote address called "Social Networking For Business: Value or No Value?" President of CATA, **John Reid**, is presenting the one-hour keynote at noon on Tuesday April 8, 2008 at the Metro Toronto Convention Centre. Registration for IT360° is open and early bird pricing is in effect until March 17th.

CATA members receive free trade show admission and a 25% discount to the conference when registering with the appropriate discount codes. John Reid's keynote is free with all registrations along with seven additional keynotes, including Bell, Google, Industry Canada, IDC Canada, and more.

Bruce Cole, president of Plum Communications Inc. and producer of IT360°, says, "Social networking in business has become a very hot topic. John Reid's direct experience and enthusiasm promises to present an engaging and informative session."

CATA's keynote discusses what social media really means for your business. Facts and figures of social networking point to a vast potential: "500-million people belong to social networks. This is equivalent to being the third largest country in the world," said John Reid. "Spending on social media will outpace that of traditional marketing by 2012 worldwide. It is transforming people from content readers into content publishers."

This keynote will explore the social media theme and how it has been adopted to the CATAAlliance.

About IT360° Conference & Expo 2008

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 John Reid

John Reid is currently President and CEO of CATAAlliance, sits on a number of high level Task Forces and Boards and has published numerous articles in the area of government relations and communications.

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