NEW FOR THIS YEAR!

• Expand Your MDM Credentials via PIM Data Hub Track Sessions

• Get in on the Action with an “Exhibit Hall Only Pass” (includes Keynote Sessions)

• Don’t Miss a Single Session With New Conference PodCasting

• Real-Life Testimonials From Never-Before Featured Companies: ADP Dealer Services, American Heart Association, Autodesk, Avery Dennison, Cisco Systems, Royal Caribbean Cruiselines, Safeway, Inc., And more!

LOOK INSIDE FOR DETAILS >>>

Register at: www.mdm-summit.com | 800.803.3424 | 212.803.6093

Presented by:

3rd Annual MDM Summit
SPRING 2008

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March 30 - April 1, 2008
Hilton San Francisco
San Francisco, CA

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Presented by:
Introduction from the Chairman

Dear Colleague:

It is my pleasure to invite you to our 3rd Annual MDM Summit Spring 2008 at the Hilton San Francisco (formerly the CDI-MDM Summit). Since our initial kick-off in 2006, this event has grown to be one of the largest gatherings of data integration professionals ever, hosting more than 3,500 IT experts and practitioners. Once again, along with our 90+ speakers, I am excited to be back in the high tech capital of the world.

Market-leading businesses are already deploying enterprise MDM solutions as innovative, collaborative strategies to create "customer-centric" real-time enterprises. These businesses are dramatically reducing costs, meeting compliance reporting mandates, and delivering increased sales and marketing effectiveness - all while providing superior service to customers and suppliers. IBM, Microsoft, Oracle, and SAP are providing you software solutions, as well as a full spectrum of nimble best-of-breed vendors. As an IT executive, you need to empower your company to excel at “mastering” master data. “Wait and see” is no longer an option.

With 600+ visionaries and vendors in one location, MDM Summit is structured for enterprises at all stages of MDM initiatives – whether kick starting a service-oriented architecture to support universal customer views, or justifying a comprehensive business strategy to share master data across all channels and partners in a 21st century information supply chain. Some of the resources you can’t afford to miss are: the “Jump Start” workshops and intensive night school tutorials; best practice and case study presentations by leading organizations; thought leadership keynotes; a lively “hands on” solutions expo; and much more.

Join us as we engage and network with practitioners from leading companies, to reveal field-tested strategies for this mission-critical and game-changing infrastructure. This is the world’s largest gathering of MDM professionals where we all look forward to sharing new insights while learning from the broad network of IT professionals who are committed to excellence in Master Data Management.

I look forward to personally meeting with you and your MDM team this Spring in “America’s favorite city” (and my home town) - San Francisco.

Regards,

Aaron Zornes
MDM Summit Spring 2008 - Conference Chairman
Chief Research Officer
The MDM Institute

Why Attend

- **Accelerate your time-to-ROI regarding MDM, CDI, and Data Governance.** Meet with other serious evaluators of master data solutions – both early adopters (speakers and attendees) as well as IT professionals at the same stage in the product evaluation lifecycle as you are.

- **Perform due diligence on all the major components of an enterprise master data solution.** Save yourself the lengthy process of vetting vendor references by networking with those already in-the-know. Listen to fellow professionals question vendor representatives at the exhibition hall as well as during panel presentations.

- **Leverage your training budget in coming up to speed on one of the hottest IT topics.** Minimize time out of the office by learning about best practices. Cross-check feature/function research of vendors on your short list with other IT professionals, systems integrators and consultants, as well as their competitors.

- **Fill critically short-staffed MDM positions.** Looking to recruit MDM process or product experts? This audience has the critical mass of IT talent that would make any recruiter jump for joy.

- **Expand your IT professional network and increase your personal market value.** There will be numerous opportunities to network with other MDM professionals – especially CTOs, enterprise architects, data architects, and data stewards.

Featured Speakers

Alok Arora, NETWORK APPLIANCE
Patrick Boocher, Director, Customer Data Management, AUTODESK
Mark Boucher, Director, MDM Strategy, INTEL
Martin Boyd, VP, Marketing, SILVER CREEK SYSTEMS
Shirlee Collins, Project Manager, Billing & AR, ADP DEALER SERVICES
David Corrigan, MDM Product Marketing & Strategy, IBM SOFTWARE GROUP
Angie Couron, Senior IT Manager, CDI, NETWORK APPLIANCE
Christopher Dwight, Director, MDM Field Strategy, ORACLE
Jim Ericson, Editorial Director, DM REVIEW, BI REVIEW
Tony Fisher, President & CEO, DATAFLUX
Jon Gerush, Manager, Data Integration & Management, AMERICAN HEART ASSOCIATION
Bob Hagenu, Co-Founder, Vice President of Products, PURISMA
Kirk Haselden, GPM MDM, MICROSOFT - OFFICE BUSINESS PLATFORM
J.P. Hurtado, Director, CRM Team, ROYAL CARIBBEAN CRUISELINES
Rashik Kapoor, Director, Master Data Management, TIIA-CREF
Pascal Laik, VP, MDM Strategy, ORACLE
Grace Loiseau, VP, Business Information Services, SAFEWAY, INC.
Chris Lucas, VP, Customer Data Integration Solutions, D&B
Rob Lux, CTO, GMAC RESCAP

Jeffrey Ma, Co-Founder, PROTRADE
Mani Kumar Manda, President, RHAPSYD TECHNOLOGIES, INC.
Colin McCreedy, Partner & Solution, Architect, Consulting Group, CSC
Martin Moseley, Chief Technology Officer, INITIATE SYSTEMS
Richard Pilkington, Manager, Market Research, SYNCOERT
Dan Power, President, HUB SOLUTIONS DESIGNS, INC.
Doug Sauzier, VP of Enterprise Architecture, AVERY DENNISON
Robert Seiner, President & Principal, KIK CONSULTING & EDUCATIONAL SERVICES, LLC, Publisher, THE DATA ADMINISTRATION NEWSLETTER, LLC
Sumit Sharma, Project Manager, Senior Software Manager, MILLENNIUM PHARMACEUTICALS
Abhay Singhal, Solution Lead, MDM Center of Excellence, TERADATA
Dileep Srinivasan, Director & Practice Lead, Customer Solutions Practice, COGNIZANT TECHNOLOGY SOLUTIONS
Rafael Vasquez, SME, Program Manager, CISCO
Kalyan Viswanathan, Practice Director, MDM, CDI & PIM, TATA CONSULTANCY SERVICES
Roger Wolter, Architect, MICROSOFT
Aaron Zornes, Chief Research Officer, THE MDM INSTITUTE
Catherine Zyetz, Program Manager, HONEYEAL, INC.
**Agenda at a Glance**

**Sunday, March 30, 2008**

12:00 PM - 1:00 PM  
Registration Opens

**PRE-CONFERENCE WORKSHOPS**

1:00 PM - 4:45 PM  
Increase Your Conference ROI by Attending One of FOUR Pre-Conference Workshops!  
MDM Boot Camp  
Ed Allburn, Founder, DATADELTA  
Aaron Zornes, Chief Research Officer, THE MDM INSTITUTE  
Pragmatic MDM Strategy  
Robert Rich, President, DATAQUALITY FIRST  
Non-Invasive Data Governance  
Robert Seiner, President, KIK Consulting & Educational Services and Publisher, TDAN.COM  
Improving Part Data Quality  
(speaker to be announced)  
* Pre-conference workshop fee is an additional $249. See back cover for registration details.

6:00 PM - 8:00 PM  
Opening Night Reception in Exhibit Hall

6:30 PM - 8:00 PM  
Enhance Your Skills During Night School Tutorials!  
Choose one of four night school sessions offered this spring. These sessions are specially designed to drill down on specific topics allowing you to take away practical knowledge from our industry experts.  
Night School Tutorial fee is an additional $99. See back cover for registration details.

**Monday, March 31, 2008**

7:15 AM - 8:15 AM  
Breakfast Briefings

8:15 AM - 12:45 PM  
Keynote Sessions by Aaron Zornes, IBM, DataFlux, Initiate Systems and Oracle  
12:45 PM - 2:00 PM  
Lunch and Industry Innovation Sessions  
2:00 PM - 6:00 PM  
Concurrent Track Sessions  
- CDI Track  
- PIM Track  
- Data Integration Services Track  
- Data Governance/Data Quality Track

6:00 PM - 8:00 PM  
Networking Reception

**Tuesday, April 1, 2008**

7:30 AM - 8:30 AM  
Breakfast Briefings

8:30 AM - 11:00 AM  
Keynote Sessions by Aaron Zornes and D&B  
11:00 AM - 1:20 PM  
Lunch and Industry Innovation Sessions  
1:20 PM - 4:30 PM  
Concurrent Track Sessions  
- CDI Track  
- PIM Track  
- Data Integration Track  
- Data Governance/Data Quality Track

4:30 PM  
Conference Concludes

**Here’s What Past Attendees Told Us!**

“A fantastic conference on what is becoming the “next big thing” in IT.”  
Robert Zegrac, Group Manager, NATIONAL CITY

“Great Networking!  Overall, a great experience!”  
James Cisler, Manager, Master Data, STRYKER

“This conference is a great way to see what vendors are doing.”  
Mark Evans, Senior CDI Consultant, EXPERIAN

“This has been a very good conference for me to get an understanding of MDM/CDI, tools and technologies available.”  
Carol Young, Business Data Architect, LEXMARK

“Good Conference. Lots of Information.”  
Deven Dhulia, Solution Architect, KNIGHTSBRIDGE

“Great Conference!  I enjoyed learning and networking with leading vendors in this space.”  
TJ Adler, IT Account Manager, AAA OF NORTHERN CALIFORNIA
Who can YOU network with …
Enterprise Architects, MDM Projects Leaders, Data Stewards…
Here’s 100 of our past attendees!

1. 3M  
2. ABN AMRO Bank  
3. ADP, Inc.  
4. AIG  
5. Alcatel-Lucent  
6. Alltel  
7. Alltel  
8. American Express  
9. Americredit  
10. Amscan  
11. AmerisourceBergen  
12. Apple  
13. Aramark  
14. Autodesk  
15. Avaya  
16. AXA Equitable Life Insurance  
17. Bank of America  
18. Barlclays  
19. BMO Financial Group  
20. BNSF Railways  
21. Boehringer Ingelheim  
22. BP  
23. Bridgestone Firestone  
24. Burger King Corporation  
25. Capital One  
26. Cardinal Health  
27. Cargill  
28. Charles Schwab  
29. CheckFree Corporation  
30. Chubb Insurance  
31. Church Pension Group  
32. Cisco Systems  
33. Citigroup  
34. City National Bank  
35. Colgate-Palmolive Company  
36. Con Edison  
37. Corporate Express  
38. Credit Suisse  
39. CVS pharmacy  
40. De Lange Laden/Rabo Bank  
41. Dell Computers  
42. Dow Jones & Co.  
43. Electronic Arts  
44. Eli Lilly  
45. Equifax  
46. Fannie Mae  
47. FedEx Customer Information Services  
48. Fidelity Investments  
49. Franklin Templeton Investments  
50. GE  
51. GE Money  
52. General Motors  
53. GlaxoSmithKline  
54. GMAC Financial Services  
55. H&R Block  
56. Hartford Life  
57. Hess Corporation  
58. Hewlett-Packard  
59. Honeywell  
60. Intuit  
61. Irish Life & Permanent  
62. Johnson & Johnson  
63. Lehman Brothers  
64. Liberty Mutual  
65. Loblaws Companies  
66. Marsh USA  
67. MassMutual Financial Group  
68. MasterCard  
69. McGraw Hill  
70. Merck  
71. MetLife  
72. Microsoft  
73. Millennium Pharmaceuticals  
74. Millipore Corporation  
75. National Instruments  
76. Norwegian Cruise Lines  
77. New York Life Insurance  
78. Nordstrom  
79. Novartis  
80. Pfizer  
81. Principal Financial Group  
82. Progressive Insurance  
83. Reed Elsevier  
84. Shell  
85. State Street Corporation  
86. Suez Energy  
87. The CIT Group  
88. TIAA-CREF  
89. Time Inc.  
90. Travelers Insurance  
91. UMB Bank  
92. UPS  
93. Vanguard  
94. Verizon Business  
95. Wachovia  
96. Walgreens  
97. Weyerhaeuser  
98. Williams-Sonoma  
99. Wyeth Pharma  
100. Zurich
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>2:00 PM - 3:00 PM</td>
<td><strong>CONCURRENT SESSION 1</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>TRACK KEYNOTE: A Practitioner’s Take on Best Practices in Envisioning MDM Programs</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>TRACK KEYNOTE: The Complex World of Product Information Management</td>
</tr>
<tr>
<td>3:05 PM - 4:05 PM</td>
<td><strong>CONCURRENT SESSION 2</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>EXPERTS PANEL: Optimizing the 1st Six Months</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>CASE STUDY: Determining the Business Advantage of True PIM vs. Monolithic PIM</td>
</tr>
<tr>
<td>4:05 PM - 5:00 PM</td>
<td><strong>NETWORKING BREAK IN EXHIBIT HALL</strong></td>
</tr>
<tr>
<td>5:00 PM - 6:00 PM</td>
<td><strong>CONCURRENT SESSION 3</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>CASE STUDY: A 360-Degree View of the Selection Process: Choosing a Solutions-Driven MDM Architecture</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>CASE STUDY: Evolving From Customer Master to Multi-Master</td>
</tr>
<tr>
<td>6:00 PM - 8:00 PM</td>
<td><strong>RECEPTION IN EXHIBIT HALL</strong></td>
</tr>
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**AFTERNOON CONCURRENT SESSIONS - TUESDAY, APRIL 1, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>11:00 AM - 12:00 PM</td>
<td><strong>CONCURRENT SESSION 4</strong></td>
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<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>CASE STUDY: Norwegian Cruise Lines Customer Testimony</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>EXPERTS PANEL: Buy-Side vs. Sell-Side PIM Hubs</td>
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<tr>
<td>12:05 PM - 1:05 PM</td>
<td><strong>CONCURRENT SESSION 5</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>EXPERTS PANEL: ROI of MDM Justification</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>CASE STUDY: Best-of-Breed/True PIM Coexistence With Established ERPs</td>
</tr>
<tr>
<td>1:20 PM - 2:20 PM</td>
<td><strong>GENERAL LUNCH</strong></td>
</tr>
<tr>
<td>2:25 PM - 3:25 PM</td>
<td><strong>CONCURRENT SESSION 6</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>CASE STUDY: Increased Supply Chain Responsiveness through MDM</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>CASE STUDY: The Journey to Complete Global Customer Management</td>
</tr>
<tr>
<td>3:30 PM - 4:30 PM</td>
<td><strong>CONCURRENT SESSION 7</strong></td>
</tr>
<tr>
<td>CDI TRACK: SPONSORED BY</td>
<td>CASE STUDY: Data Quality &amp; CDI - If We Can Do It, So Can You</td>
</tr>
<tr>
<td>PIM TRACK: SPONSORED BY</td>
<td>EXPERT TESTIMONY: Financial MDM</td>
</tr>
</tbody>
</table>

Visit our website for the latest program updates at www.mdm-summit.com  | 800.803.3424  | 212.803.6093
Hotel Accommodations
SourceMedia has secured a block of rooms at a special discounted rate. Be sure to mention that you are an MDM Summit participant to receive your discounted room rate. Rooms will be available on a first come, first serve basis. Please make your reservations by March 7, 2008.

Payments
Please make checks payable to SourceMedia and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all meals, refreshment breaks, receptions and a copy of the conference workbook. In order to receive early bird discounts, special rates or promotions, full payment must be made prior to the offer expiration date. Any registration not paid in full at the time of the offer expiration date, will be subject to the current rate. In order to receive early bird discounts, special rates or promotions, full payment must be received 14 days prior to the event or your registration will automatically be cancelled. Registrations with declined or invalid credit cards will not be processed.

Disclaimers
We reserve the right to change or replace speakers without notice. All information is subject to change.

Substitutions & Cancellations
Substitutions may be sent at any time. All cancellations must be made in writing, submitted within 90 days of the event and will be subject to a cancellation fee equal to 50% off the registration fee. Cancelling parties may also chose to accept a Letter of Credit in lieu of paying the cancellation fee which will cause forfeiture of the entire registration fee but allow one admittance to a future SourceMedia event to be used in the same year. No refunds or letters of credit are available later than 14 days prior to the event. No refunds will be issued on any exhibit hall only passes.

Registration Rates:

<table>
<thead>
<tr>
<th>Event</th>
<th>Discounted Rate</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Event:</td>
<td>$1,495 (Best Rate)</td>
<td>$1,895</td>
</tr>
<tr>
<td>Pre Conference Workshop</td>
<td>$249</td>
<td>$249</td>
</tr>
<tr>
<td>Night School</td>
<td>$99</td>
<td>$99</td>
</tr>
<tr>
<td>Pre Conference Workshop + Night School</td>
<td>$299</td>
<td>$299</td>
</tr>
<tr>
<td>NEW! Exhibit Hall Only Pass (includes keynote sessions)</td>
<td>$99</td>
<td>$99</td>
</tr>
<tr>
<td>NEW! Conference Podcast (sessions &amp; audio)</td>
<td>$199</td>
<td>$199</td>
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</tbody>
</table>

SAVE THE DATE!
MDM Summit Fall 2008
October 19-21, 2008
New York Hilton, NY