



Strategic Insight for Technology Leaders in Canada

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## Lexmark International, Inc. to Participate in Upcoming CIO Canada Summit

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**January 17, 2012** – The CDM Media team announced today that Lexmark International, Inc., a worldwide, leading provider of broad range printing, will participate in the upcoming CIO Canada Summit. Lexmark provides businesses of all sizes with products, software, solutions and services that help customers to print less and save more. Perceptive Software, a stand-alone software business within Lexmark, is a provider of enterprise content management software. Uniquely, Lexmark and Perceptive Software help organize and manage the entire lifecycle of documents and content, while fueling greater operational efficiency and simplifying business processes.

The CIO Canada Summit is a networking event that brings together top IT executives, analysts, and solution providers to network and attend interactive agenda sessions. The CIO Canada Summit is a must-attend event for any IT executive who is serious about improving business and IT alignment across the enterprise. The event's agenda is designed by IT end-users and will ensure that all attendees are productive and challenged throughout the event.

Representatives from Lexmark International, Inc. will lead a CIO Case Study on Monday, February 6, 2012.

For more information about the CIO Canada Summit, please visit [www.ciosummit.ca](http://www.ciosummit.ca). To see a complete 2012 CIO Summit schedule, go to [www.ciosummits.com](http://www.ciosummits.com).

If you are interested in participating in the event, contact Mark Southam, Event Director, CIO Canada Summit, CDM Media, at [mark.southam@cdmmedia.com](mailto:mark.southam@cdmmedia.com) or 312-374-0842.

### **About CDM Media**

CDM Media is a business-to-business media company serving Fortune 1000 clients who want to build relationships with CIOs and senior-level technology executives. CDM Media, the custom design marketing organization, develops unique marketing platforms that attract high-level IT professionals across several verticals. For more information, please visit <http://www.cdmmedia.com/> or connect with CDM Media on Twitter, [@CDMmedia](https://twitter.com/CDMmedia).

## **About Lexmark International, Inc.**

Lexmark is driven by the company's overarching commitment to customer service. With a corporate vision of "Customers For Life," they earn customers' loyalty by listening to them, anticipating their needs and working to create value for them. Lexmark is a socially responsible company, striving to maintain the best practices for sustainability, and balancing economic, environmental and social concerns.

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