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## CIO Canada Summit Welcomes Event Sponsor, HP IPG's Exstream

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**January 24, 2012** – The CDM Media team announced today that Hewlett-Packard Imaging and Printing Group's (HP IPG) HP Exstream software will be participating in the upcoming CIO Canada Summit, February 6-8, 2012 at Fairmont's The Queen Elizabeth, Montreal, QC.

HP Exstream is customer communications management software, empowering business users to make the most of every customer touch point throughout every stage of the customer life cycle. Today, more than 700 enterprises worldwide are personalizing customer communications with HP Exstream, while saving millions of dollars annually, building loyalty, forming long-lasting customer relationships and driving top line revenue growth.

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.

HP Exstream will be leading a Thought Leadership presentation on how to improve customer experience and fuel profitable business growth using technology. Enterprises across multiple industries are driving top line growth while reducing costs using customer communications management (CCM) technology. HP Exstream's session will discuss best practices to using CCM solutions as part of a broader content management and business process management strategy.

"HP Exstream's business offerings are impressive because they support all customers – from consumers to enterprise organizations – better manage their customer relationships. We have a variety of organizations that will be represented on site, and HP Exstream will offer relevant solutions to all. Sponsors who can provide diverse solutions to our audience, is one reason that makes the CIO Canada Summit so successful," explained Mark Southam, Event Director, CIO Canada Summit.

For more information about the 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).

## **About CDM Media**

CDM Media is a leading B2B technology marketing and media firm; they specialize in technology summits that center around one-on-one business meetings with high-level executives from Fortune 1000 companies. CDM Media creates custom marketing packages that utilize both online and offline channels, addressing clients' marketing challenges and providing high-quality technology leads for their organization. For more information, please visit: [www.cdmmedia.com](http://www.cdmmedia.com).

## **About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. As the world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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