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FOR IMMEDIATE RELEASE

## Citrix Systems, Inc. Named Cross-Vertical Sponsor of CDM Media's 2009 Strategic Business Summits

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Citrix Systems, Inc. Set to Sponsor SBS Financial Services, Healthcare and Telecom Events

**May 27, 2009** – The Strategic Business Summits (SBS) division of CDM Media is pleased to announce the Citrix Systems, Inc. cross-vertical sponsorship of 2009 SBS events. As sponsors and participants of the CIO Healthcare Summit 2009, Citrix Systems, Inc. will join CDM Media for additional events including the CTO Telecom Summit, CIO Finance Summit and the December return of CIO Healthcare.

Glenn Willis, CEO, CDM Media welcomed the sponsorship stating, "Citrix's presence in the industry is significantly influential and the senior IT decision makers that attend SBS events rely on high caliber technology innovation provided by industry leading organizations, such as Citrix. The Citrix Systems, Inc. sponsorship of the 2009 series of SBS events is greatly beneficial for our attendees and we look forward to our continued collaboration."

Attending the CIO Healthcare Summit, held May 10<sup>th</sup> -12<sup>th</sup>, 2009 were Group VP & General Manager for Desktop Virtualization and Senior Director of Sales for the Americas of Citrix Systems, Inc. A highlight of the event included a well received case study presentation titled, "Virtualization: First Aid for Desktop Management" to the audience of senior IT executives in healthcare.

In that Citrix works to leverage server, application and desktop virtualization, cloud computing, network optimization and on-demand collaboration, participating in the uniquely strategized technology summits that cater specifically to the financial services, healthcare, and telecommunication verticals will be well-fit. To learn more about the 2009 series of SBS events, visit the CDM Media website.

The SBS division of CDM Media was derived from the need for face-to-face interactions between clients, analyst partners and industry leaders across several verticals. The SBS Division puts the value of a business meeting in person back into the forefront. All summits put on by the SBS division focus on a single vertical and are strictly invitational to the highest level of community contacts. The CIO Finance Summit will be the next SBS event of 2009, launching August 30<sup>th</sup>-September 2<sup>nd</sup>. For a list of CIO Finance attendees and sponsors, please visit [www.ciofinancesummit.com](http://www.ciofinancesummit.com)



## **About Citrix Systems, Inc.**

Citrix Systems, Inc. is the global leader and most trusted name in Application Delivery Infrastructure. More than 215,000 organizations worldwide rely on Citrix to deliver an application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100 percent on the Fortune 100 companies and 99 percent of the Fortune Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 8,000 partners in more than 100 countries. Annual revenue in 2009 was \$1.6 billion.

## **About CDM Media**

CDM Media is the worldwide custom design marketing company providing strategic solutions and specially-tailored packages for all of your marketing needs. Through innovative and creative planning and truly catering to our customers' marketing challenges, we provide a true one-stop-shop for companies looking for a quality partner to stand out in today's markets. CDM Media creates unique platforms on which we present our clients' marketing material that garners an audience of the highest level professionals in targeted verticals. Through the BIR (Business Intelligence Reports), SBS (Strategic Business Summits) and CDM (Custom Design Marketing) divisions of CDM Media, we cover all of our bases when it comes to providing complete and dynamic marketing coverage.