

# IssuesCentral

## **News Release**

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Attention: Business and Finance Editors

### **Issues Central launches IFRS “Jump Start” seminars**

*New web-based seminars show how companies can rapidly scope and plan their IFRS projects using the IFRS PARTNER™ software product to accelerate their transition from GAAP to IFRS.*

**TORONTO, ON — November 14, 2008 —** Issues Central, Inc. announced today its upcoming IFRS “Jump Start” series of web-based seminars to help companies listed on Canadian capital markets smooth the transition from GAAP to International Financial Reporting Standards (IFRS) in 2011.

IFRS poses a serious challenge for Canadian publicly accountable enterprises particularly those listed on the TSX® and TSX Venture® exchanges. The experience of companies in over 100 countries that have already moved to IFRS has highlighted the significant challenge the financial standards change poses for management and boards in terms of analysis, project management, communication, training, systems, education, and investor relations.

“IFRS is a game changer”, said Charley Best, Vice President of Issues Central, Inc. “The transition will impact not only an organization’s financial reporting, but also the supporting systems and procedural infrastructure that deliver and use financial information internally and externally.”

The IFRS “Jump Start” seminars are open to TSX® and TSX Venture® listed companies. The seminars are free-of-charge, forty-five minutes in duration and web-based. They begin in late November and continue throughout December. Registration for the seminars can be undertaken on the IFRS PARTNER™ website ([www.ifrspartner.com](http://www.ifrspartner.com)). Each session begins with a discussion of key milestones and considerations on the transition road to IFRS. Then the IFRS PARTNER™ product is highlighted as a user-driven tool to help scope and analyze the applicable IFRS policy standards that will apply to a company’s financials and objectives, and then supporting project and board planning activities to get the transition effort formally underway.

“CFOs and boards have a lot on their agendas today with increased compliance activities and difficult market conditions”, stressed Cathy Connally, President of Issues Central, Inc. “The IFRS “Jump Start” series highlights how listed companies can rapidly and cost effectively begin the journey to IFRS compliant reporting, while meeting regulatory disclosure and good governance requirements in the near and medium term. The use of the IFRS PARTNER™ product reduces the fog, uncertainty and expensive external costs associated with a business change of this magnitude.”

Issues Central, Inc. is a developer of compliance and governance solutions designed to address critical business and regulatory issues facing financial managers and boards of publicly-traded companies. It has developed a variety of industry leading compliance solutions for international and Canadian markets including IFRS transition, NI 52-109 and Sarbanes-Oxley compliance, as well as Executive Compensation Disclosure requirements.

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