

Balanced Viewpoint Announces Inaugural Annual Leadership Summit

For Release: 13 July, 2006

FREDERICTON, New Brunswick - Balanced Viewpoint announced today that with more than 300 executives attending its outsourcing briefings since 2004, Balanced Viewpoint is unveiling its inaugural annual leadership Summit, which in 2006 is focused on Multisourcing Strategies.

Hosted in Fredericton, New Brunswick on November 1, 2006, the Summit brings together senior executives charged with critical corporate sourcing decisions and provides insight into the potential that a multisourcing strategy can deliver in cost reduction and competitive positioning.

The Summit co-Chairs are Dr. John D. McLaughlin, President of the University of New Brunswick and Peter Lindfield, Managing Director of Balanced Viewpoint.

"A key focus of the Balanced Viewpoint Summit is on how a multisourcing portfolio can expand organizational capabilities, improve business performance and improve competitive advantage. Multisourcing is no longer just about call centers and cost reduction - it's about western organizations utilizing the leading edge design, organization and management capabilities of their global partners to achieve what they can't achieve alone." said Summit co-chair Peter Lindfield.

Through an aggressive agenda of expert keynotes, specialized session tracks and executive roundtables, the Summit offers an indispensable, in-depth analysis of the strategic sourcing continuum of the technology industry.

At the Summit, analysts, industry executives and client practitioners will focus on the challenges that the multisourcing model introduces into modern organizations so that they can most effectively manage outsourcing as an integral element of their immediate and long term competitiveness strategies.

For more information, contact:

Samuel Kaplan
Media Relations, Balanced Viewpoint
(506) 206-3132
samuel.kaplan@balancedviewpoint
www.balancedviewpoint2006.com

About Balanced Viewpoint

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global information telecommunications industries and delivers thought leadership and actionable advice to enable its clients to make more informed business and technology decisions with a specific focus on emerging global challenges and risks. Balanced Viewpoint is a privately owned firm with professionals operating out of Canada and the U.S. For more information about Balanced Viewpoint, visit www.balancedviewpoint.com.