

CONTACT: Marc Gerrone
IMA
(201) 474-1502
mgerrone@imanet.org

Michael Lauer
Stern + Associates
(908) 276-4344
michael@sternassociates.com

PRESS TELECONFERENCE INVITATION

DOES SOX = DEATH OF THE AMERICAN DREAM?

***Institute of Management Accountants to Announce Results of Landmark Study
Detailing Pragmatic Solutions to SOX Compliance Issues***

WHAT: The world's leading organization of management accountants will release results of a landmark study of the implications of SOX section 404 compliance on large and small U.S. corporations, and discuss the steps and changes necessary to "get it right."

WHY: The current complexity of SOX compliance translates into nothing less than a massive erosion of U.S. global competitiveness and a severe threat to entrepreneurship. While many previous studies have pointed to the expansive costs associated with SOX, IMA's study digs deeper, examining the lack of proper guidance and getting at the real root causes of SOX issues.

With the urgency to quickly control and better manage SOX implementation, IMA will unveil a practical approach and discuss the sorely needed steps that should be taken by regulators and practitioners to reverse the slow death of the American Dream.

WHO: Speakers include:

- **Paul Sharman**, President and CEO, IMA
- **Kris Brands**, Director, Financial Systems, Allergan Medical
- **Jeffrey Thomson**, Vice President, Research and Applications Development, IMA and COSO board member

WHEN: 1 p.m. EST, Monday, November 6, 2006

WHERE: Teleconference
Dial-in: 1-800-213-4041
Passcode: 20067885

###