



FEI Introduces New Web Address

New URL Better Defines Organization and Branding

FLORHAM PARK, N.J., Sept. 21 /PRNewswire/ -- Financial Executives International (FEI), the preeminent association for financial executives, today announced a new Web address. As of today, <http://www.financialexecutiv> will be the new Web address for the organization's comprehensive website (changed from <http://www.fei.org>).

This change serves to reinforce FEI's commitment to financial executives and the specific issues that relate to them - the community of financial executives that FEI represents. Later this year a redesigned website - with improved navigation - will be launched to further enhance the role FEI plays in connecting financial executives with information, resources and each other. FEI's old domain address was released to the Federation Equestre Internationale, the governing body for horse sport. An interim web page will direct visitors to <http://www.fei.org> to choose either group's site for 45 days. FEI Canada's web site, <http://www.feicanada.org> will change.

"After a recent branding study, it came to our attention that some in the marketplace may still be unclear as to FEI's purpose, which is a dedicated focus on financial executives," said Michael P. Cangemi, president and CEO of FEI. "We expect the Web address transition to be smooth, and encourage members and non-members alike to visit the site at its new address and take advantage of the array of news, research and resources it offers."

The site <http://www.financialexecutives.org> is a valuable source for information on the most important issues currently facing financial executives, providing some of the most significant thought leadership resources in the finance and accounting arena. Site features include headlines and archived content including:

- The latest financial reporting and accounting news and developments for public and private companies, including complexity in financial reporting, XBRL, COSO and small business issues, in addition to the latest developments surrounding Sarbanes-Oxley compliance, reporting and regulatory updates from the SEC, FASB, IASB, PCAOB and much more;
- FEI's Financial Reporting Blog, highlighting the most pertinent news from the SEC, FASB, PCAOB and IASB;
- FEI's Career Center, offering career management articles and resource for finance and accounting jobs for the executive level and below;
- FEI Media Room, providing useful background information on FEI, full access to FEI's archive of press releases and comment letters to the SEC, FASB, IASB and others contributed by FEI's eight technical committees.
- Financial Executive, FEI's flagship magazine, offering current and archived issues; and Financial Executive Online Exclusives, online-only articles gathered by the editors of Financial Executive;
- Access to websites of FEI's 74 U.S. chapters, with local networking and news for finance professionals.

About Financial Executives International (FEI)

Financial Executives International is the leading advocate for the views of corporate financial management. Its 15,000 members hold policy-making positions as chief financial officers, treasurers and controllers at companies from every major industry. FEI enhances member

professional development through peer networking, career management services, conferences, teleconferences and publications. Members participate in the activities of 85 chapters, 74 in the U.S. and 11 in Canada. FEI is headquartered in Florham Park, NJ, with additional offices in Washington, DC, and Toronto. Visit <http://www.financialexecutives.org> for information.

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