



## Treasury Strategies Announces “SWIFT for Corporates” Day

### FOR IMMEDIATE RELEASE

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Chicago - June 21, 2007 - Treasury Strategies, Inc. announces the first ever “**SWIFT for Corporates**” Day to be held in the U.S. on Thursday, June 28<sup>th</sup> in New York. This event offers corporate treasury practitioners an opportunity to learn from each other about the benefits of linking to and making payments through SWIFT (Society for Worldwide Interbank Financial Telecommunication).

“With direct access to SWIFT, corporations are seeking to improve control, access to liquidity and cost efficiency as they exchange balance, payment, and trade information with their banks,” said Monie Lindsey, Principal with Treasury Strategies. “SWIFTNet is a solution that offers a single, secure and standardized financial messaging infrastructure.”

Discussion topics will include how SWIFTNet was implemented, how it is utilized, and what roadblocks were encountered and overcome throughout the process. “Those organizations that implemented SWIFTNet have found significant value from the increased visibility to cash, streamlined infrastructure and improved security,” said Ed Adams, Regional Director for North America, SWIFT. Corporates considering SWIFTNet will be able to discuss best practices and benefit from the knowledge gained through the experiences of their peers.

This event, hosted by JPMorgan Chase and organized by Treasury Strategies, will include speakers from DuPont, General Electric, and Microsoft. In addition, experts from SWIFT will be on hand to answer specific questions, and vendors will be available to provide perspective and depth to the day’s discussions. Vendors will also participate in a panel discussion about how their services provide solutions to the strategic issues faced by multinational corporations with global needs.

“**SWIFT for Corporates**” Day is the first event of its kind in the U.S. Similar events have occurred in Europe for several years with great success. “Events like this are effective and well-attended because they focus on the needs of corporates and provide a deeper understanding of the many elements involved in SWIFTNet connectivity. Corporates like to learn from their peers’ experiences,” said Luc Meurant, Head of Corporate Access Program at SWIFT.

More information can be found on the event website at [www.TreasuryStrategies.com/swift/swiftcorpd.htm](http://www.TreasuryStrategies.com/swift/swiftcorpd.htm)

Treasury Strategies, Inc. is the leading Treasury consulting firm working with corporations and financial institutions. Our experience and thought leadership in treasury management, working capital management, liquidity and payments, combined with our comprehensive view of the market, rewards you with a unique perspective, unparalleled insights and actionable solutions.

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