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Treasury Strategies and Financial Insights Form Market Research Partnership Exploring Corporate Treasury

CHICAGO, Ill. and FRAMINGHAM, Ma., April 22, 2009 – [Treasury Strategies, Inc.](#) and [Financial Insights](#), an IDC Company, have formed a strategic research partnership to produce the definitive collection of research studies on corporate liquidity and risk, treasury technology, and banking structures.

Why is this partnership different?

Combining the best capabilities of both organizations will deliver market research solutions with insights that are uniquely focused to the treasury industry.

- Treasury Strategies' deep understanding of corporate treasury has helped clients understand the marketplace and strengthen their businesses for nearly 30 years.
- Financial Insights is a world-class market research firm with a unique perspective on the Financial Services Industry and global distribution channels.

Why enter a partnership?

"With the current rate of change in the marketplace, it has become increasingly clear that a partnership combining our organizations' capabilities is essential to keep pace with the demand for information about corporate treasury and liquidity," said David Potterton, Vice President, Global Research at Financial Insights.

What will this partnership do?

"This partnership will provide treasury industry professionals with information about the marketplace that is relevant, tangible and can be acted upon to produce bottom line results," said Dave Robertson, a Partner at Treasury Strategies.

When will the research take place?

The firms' first global research initiative will launch this week. This study will explore key issues facing senior corporate treasury leaders in North America. Future research initiatives will deliver insights in the areas of global corporate liquidity and risk, treasury technology, and banking structures.

How do I obtain research results?

When available, market research products will be delivered through Financial Insights' Corporate Treasury Services research advisory practice.

About Treasury Strategies, Inc.

Treasury Strategies, Inc. is the leading Treasury consulting firm working with corporations and financial services providers. 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. For more information, please visit [Treasury Strategies, Inc.](#)

About Financial Insights, an IDC Company

Financial Insights provides independent research, custom consulting, and detailed multiclient studies on the technology issues and challenges facing the financial services industry. Our global research covers topics of strategic importance to corporate and retail banks, insurance carriers, asset management firms, and securities and brokerage firms. Our local practices in Asia Pacific, Europe, Latin America and Canada add an in-depth regional viewpoint. Financial Insights, an IDC company, is headquartered in Framingham, Massachusetts, USA. IDC is a subsidiary of IDG, the world's leading IT media, research, and exposition company. Visit [Financial Insights](#) for more information.

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