

NEWS RELEASE:

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IAIDQ Conceiver and Co-Founder Resigns as Lifetime Advisor and Member

BRENTWOOD, Tenn. – January 5, 2009 - Larry P. English, President of Information Impact International, Inc. tendered his resignation as Lifetime Advisor of the IAIDQ Board of Directors and terminated his membership in the IAIDQ, effective midnight, December 31, 2008.

As the conceiver and co-Founder of this association English said, “It is with strong regret that I must make this decision. I have appreciated working with the Officers and Advisors of the association, but I have not accomplished the things I believe are necessary foundations for a sound Information Quality Management discipline. My vision seems to go in a different direction from that of the Board of Directors.

“I must follow my vision that the fundamental and absolute principles of the proven quality management systems are the basis of any sound Information Quality Management System. Without these fundamentals in place, I do not believe IQ management functions can become truly effective and sustainable.

“I am not abandoning the IQ Management discipline nor those of you who care about implementing a proven, effective and sustainable IQ Culture in your organization.”

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About Information Impact International

Information Impact International, Inc., founded by Larry P. English 21 years ago to help businesses manage information as a strategic resource, has evolved into one of the premier consulting and educational information management authorities in the world. Headquartered in Brentwood, Tennessee, Information Impact International provides consulting and education in information stewardship, strategic information visioning, information technology evaluation, information resource management, data modeling and facilitation, and value-centric application development methods. For more information, visit the company’s Web site at www.infoimpact.com.

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