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CDS Global Chairman & CEO to Deliver Keynote Presentation at TAWPI Payments in Transition Conference

BOSTON – February 29, 2008 – Malcolm Netburn, chairman and CEO of CDS Global, a subsidiary of the Hearst Corporation, will deliver a keynote presentation at The Association for Work Process Improvement's (TAWPI) Payments in Transition conference on April 16 at the Westin Casuarina Las Vegas Hotel, Casino & Spa. Netburn will discuss the increasing importance of maximizing valuable customer and donor information, and how organizations can leverage the lockbox to capture data and process payments in order to see a 360-degree view of their clients. TAWPI's Payments in Transition conference is scheduled for April 15-16.

"Traditionally, the focus of lockbox processing was almost solely based on timely deposits," says Netburn. "In today's increasingly competitive and global economy, these organizations are demanding more, including access to the customer data on the documents that accompany incoming remittances and payments. This supplemental remittance data can improve the timeliness and accuracy of payments processing. But it also can trickle up through an organization, feeding departmental information systems – helping organizations become more predictive, intuitive and proactive about their customers," Netburn says.

"The Payments in Transition conference offers industry practitioners insight and best practices for maximizing their organization's payments capture and clearing, regardless of the vertical market or payment type," said TAWPI President Frank Moran. "Netburn will share how additional customer information, captured at the lockbox, can drive value for organizations. We are fortunate to offer insight

from such an industry authority.”

Netburn has more than 25 years of experience with magazine, newspaper, book and media companies. He was a founding partner of Netburn McGill, a mid-sized, New York-based consulting firm that he helped establish in 1986. A graduate of The George Washington University, Netburn previously served as president and CEO of Chemical Week Associates and Hart Publications, publisher and senior vice president of the *Christian Science Monitor*, and operations director of the National Wildlife Federation’s publishing unit. Netburn has also had operating responsibility for Scholastic’s information technology group.

TAWPI’s Payments in Transition conference is the most comprehensive event of its kind for business, operations, technology and product strategists responsible for payments and cash management within companies, organizations and government entities. The event offers real-world, actionable strategies from some of the most prominent solutions and services providers in transaction processing and financial services, including: Celent, Viewpointe, Goldleaf, the Federal Reserve Bank, CDS Global, NetDeposit, Citizens Bank, HSBC, JPMorgan Chase, US Bank, PNC Bank, First Data, Wells Fargo, Creditron and more.

For more information on Payments in Transition visit <http://www.tawpi.org/pymts-transition-conference.html>

About TAWPI

Headquartered in Boston, The Association for Work Process Improvement (TAWPI) is an international, not-for-profit membership association representing business, operations, technology and product management professionals in payments and document/forms automation. TAWPI programs are dedicated to helping members sharpen their skills, improve productivity and the performance of their organizations, and to maximize their value as professionals. For more information on TAWPI, visit www.tawpi.org.

About CDS Global

CDS Global is a technology-driven company that provides customer relationship management solutions to the world’s leading publishers, direct marketing firms, financial institutions and corporate billers who continue to build their businesses using our wide range of direct-to-consumer and business-to-business solutions. The company is able to provide cost-effective and complex services to its clients due to its large volume of business with subscription, product and Internet fulfillment, direct marketing and statistical services, and contribution/lockbox processing. CDS Global has a strong offering with an ongoing commitment to the digital future, extensive audience development experience and a full line of services.

CDS Global is headquartered in Des Moines, Iowa, with facilities in Arizona, New York, Pennsylvania, Australia, Canada and the United Kingdom. Learn more at www.cds-global.com.

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