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FOR IMMEDIATE RELEASE

## **iValue Seminar Helps Businesses Assess Impact, Value of Technology**

*Executives Discover How to Determine Quantified Returns  
on Their Company's IT Investment*

Chicago, IL – (April 22, 2002) – With investment in technology today estimated at as much as a trillion dollars, shareholders are increasingly demanding information on what these investments have produced. The *iValue* Seminar offers executives, financial analysts and IT professionals specific tools developed to assess the impact of technology initiatives on shareholder value.

The *iValue* Seminar will be presented monthly in Chicago, Monterey, and New York.

*iValue* is an innovative and independent multi-disciplinary firm whose mission is to create shareholder value from technology.

“We saw a growing need in the market, with shareholders demanding results from technology investments and executives needing to improve the performance of their portfolio of technology assets,” said Ray Trotta, consultant and a co-founder of *iValue* with management consultant Christopher Gardner.

The *iValue* seminar is based on cutting-edge methods described in Mr. Gardner's acclaimed book, *The Valuation of Information Technology*, and is designed to help executives learn to use specific tools to assess the impact on shareholder values and understand how much they are getting back in order to make critical decisions that increase a company's share price.

The *iValue* approach evolved through extensive research and testing by experts in finance, technology and strategy, in real-world environments. Seminar leaders are specialists who have developed and employed these methods in a variety of situations

involving a wide and diverse group of businesses from Fortune 500 companies to mid-size firms.

Seminar attendance is limited to no more than 15 executives per session. For more information on the *iValue* Seminar, call 847-713-2974 or visit [www.iValueInstitute.com](http://www.iValueInstitute.com).

*iValue* is a technology valuation firm offering seminars, consulting, labs, simulations, publications and tools focused on applying the principles of corporate strategy and finance to technology. The firm has offices in New York and Chicago, with *iValue* team members based in other U.S. cities, as well as in Europe and the Asia Pacific region.

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