

Press Release

Ten Major Achievements at the International Institute of Marketing Professionals (IIMP[®])

Toronto, Canada — 11 April 2012 – IIMP[®] Achievements

The officials at the International Institute of Marketing Professionals have announced the ten major achievements that have been accomplished over the past two years at IIMP[®]:

1--Gained recognition as a leading international organization in the areas of marketing principles and practices;

2--Developed multi-level advisory teams from over 150 countries that include senior marketing leaders;

3--Launched the International Journal of Marketing Principles and Practices, a high quality scholarly publication of leading and innovative information in the areas of marketing with distribution in over 120 countries;

4--Announced the arrival of Certified Marketing Management Professional (CMMP[®]), a globally recognized designation to be launched at the arrival of the CMMP[®] Handbook written by marketing leaders and high profile authors/co-authors;

5--Released initial guidelines for setting Internationally Accepted Marketing Standards that are of high-quality, practical, enforceable and comprehensive;

6--Developed global alliances team with nine regional directors and twenty country managers representing different regions and countries;

7--Received interest from a number of countries to partner for establishing the IIMP® local institutes;

8--Prepared first branch institute of IIMP® in Canada to be launched as “Certified Marketing Management Professionals of Canada”;

9--Established extensive award program in order to appreciate outstanding accomplishments of the marketing practitioners and academician globally;

10--Partnerships with major marketing conference organizers around the world has been initiated in order to reach out to marketing community at large.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said:

“I applaud the contributions of our diversified teams whom efforts propelled advancement at IIMP®. Moving forward, whatever progress we have attained, it is only the tip of the iceberg as compared to the future potential of IIMP® which can be attained by receiving continued support and recognition from the marketing community globally.”

IIMP® is currently looking for individuals to join as volunteers for various management roles. If you are interested in joining the esteemed teams, please complete a volunteer application online at:

www.theiimp.org/volunteerjoin.htm.

About the International Institute of Marketing Professionals (IIMP®)

International Institute of Marketing Professionals (IIMP®) is the first independent not-for-profit professional organization which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMS) Board which represents the G-20 countries; the IAMS Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a

real synergy between the science and practice. The IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 150 countries and Advisory Council of Marketing Practitioners (ACMP).

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