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FOR IMMEDIATE RELEASE

**IMA Introduces New IFRS Learning Resources;
Deloitte to host *Inside IFRS* Webinar Series**

Montvale, N.J., February 24, 2009 – The shift from U.S. Generally Accepted Accounting Principles (GAAP) to International Financial Reporting Standards (IFRS) will bring change to the way management accountants perform their jobs on a daily basis. To address the need for continued education, the Institute of Management Accountants (IMA®) is pleased to introduce a new suite of IFRS learning resources. IMA's new online self-study course, *Embracing IFRS: A Background Primer*, will offer NASBA approved Continuing Professional Education (CPE) credits; and a special webinar series, *Inside IFRS*, will leverage Deloitte experts to help practitioners understand the new standards and their implications for financial reporting.

"IMA has always been in favor of a consistent set of financial reporting standards that are portable across international boundaries. IFRS has been tested and is being used by more than 100 countries around the world," said Jeffrey C. Thomson, IMA president and CEO. "With the advent of the Securities and Exchange Commission's (SEC) proposed Roadmap for a converged set of reporting standards, there undoubtedly is a need for quality, professional development in this area. IMA is excited to be at the forefront of IFRS through its advocacy, thought leadership, and development of these new learning resources."

Embracing IFRS: A Background Primer Self-study Course

Embracing IFRS: A Background Primer is a two-part self-study course, drawing on several research-based practical articles that examine the IFRS standards planned over the coming years. Part 1, *Perspectives on IFRS in America*, explores IFRS standards and the challenges that must be addressed, including training and education, consistency of application, and the current lack of uniform audit standards. Part 2, *The SEC and IFRS*, discusses some of the major issues surrounding the SEC and its role regarding the adoption of IFRS in the U.S., including how or when the convergence or adoption will occur.

Embracing IFRS: A Background Primer package is available for purchase (\$50 for IMA members; \$65 for nonmembers) through IMA's Professional Learning Center at https://www.imanet.org/development_pec.asp. Upon completion, participants can earn two (2) NASBA-approved CPE credits.

Inside IFRS Webinar Series

To educate IMA members as upcoming IFRS developments unfold, members can participate in a free webinar series: *Inside IFRS*. Hosted by Deloitte experts and moderated by IMA vice president of research, Raef Lawson, Ph.D., CFA, CMA, CPA, the five-part series will review underlying IFRS principles, help participants understand the differences between IFRS and U.S. GAAP, and inform them of the SEC's latest activities. Live webinars will be offered between March and November 2009 through IMA's *Inside IFRS*

web page at https://www.imanet.org/development_webinar_inside_ifrs.asp. The webinars will be archived for future re-broadcast.

“IMA is pleased to work with some of Deloitte’s most renowned experts to deliver the latest in IFRS thought leadership. *Inside IFRS* will enable preparers to understand and implement IFRS effectively and efficiently,” said Mr. Thomson.

According to Mr. Thomson, IMA’s Financial Reporting Committee (FRC) and Small Business Committees (SBC) are in the process of analyzing the SEC’s Roadmap Exposure Draft, and will submit a response on behalf of IMA by the April 20 deadline. Based on comments received, the SEC may make a decision in 2011 on whether the adoption of IFRS would be of best interest to the public as well as shareholders.

About IMA®

With a worldwide network of about 60,000 professionals, IMA is the world’s leading organization dedicated to empowering accounting and finance professionals to drive business performance. IMA provides a dynamic forum for professionals to advance their careers through Certified Management Accountant (CMA®) certification, research, professional education, networking, and advocacy of the highest ethical and professional standards. For more information about IMA, please visit www.imanet.org.

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