

Press Release

**IIMP[®] Empowers CMMP[®] Canada to Establish
Internationally Accepted Marketing Standards and
Marketing Designations in Canada**

Toronto, Canada — 25 October, 2012 – Canada becomes first to implement marketing designations.

The officials at the International Institute of Marketing Professionals (IIMP[®]) have announced that the Certified Marketing Management Professionals (CMMP[®]) of Canada to establish the implementation of Internationally Accepted Marketing Standards (IAMST) and Marketing Designations in Canada.

The IIMP[®] has been developing Internationally Accepted Marketing Standards that are of high-quality, practical, enforceable and comprehensive. The standards will implement best practices, polices and accountability in the field of marketing. They will be used to establish integrity and ethical conduct in the marketing profession by providing credibility to the marketing practices, interactions and transactions with clients within business-to-stakeholders including consumers, businesses, governments and society. The adoption IAMST will distinguish the marketing field from other disciplines and the standards will provide a framework and reference for training programs and marketing designations.

The IIMP[®] has further lead the development of a marketing designation that is aimed to enhance the marketability of marketing practitioners and academicians around the world. Individuals who have achieved specific qualifications through their education and work experience in the marketing field are able to obtain a marketing designation through the CMMP[®] Canada. The marketing designations have been developed through a state-of-the-art infrastructure that consists of the following board and councils:

1. Internationally Accepted Marketing Standards Board (IAMSBB)—The IAMSBB consists of academic leaders, consultants and business professionals from G-20 countries with expertise and experience in the field of marketing.

2. International Advisory Council for the Marketing Profession (IACMP)—The IACMP consists of a broad cross-section of academic leaders, consultants and business professionals representing 192 countries with extensive experience and expertise in the marketing field.

3. Advisory Council of Marketing Practitioners (ACMP)—The ACMP consists of practitioners working within the areas of marketing at management levels. These council members contribute by providing feedback based upon their practical experiences.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *“Our focus at the IIMP® has always been on the highest quality whether it’s related to developing Internationally Accepted Marketing Standards or Marketing Management Designations, through implementation of IIMP®’s services and products via CMMP® Canada, I am assured that these expectations will be fulfilled. Furthermore, I am looking forward to seeing these highest standards being adopted by other countries globally.”*

About CMMP® Canada:

The Certified Marketing Management Professionals of Canada is a not-for-profit Canadian-based association with a mandate to implement Internationally Accepted Marketing Standards (IAMST), Marketing Designations and educational programs for the benefit of marketing community members in Canada. The CMMP® Canada’s mission entails promoting confidence in the Marketing Profession in Canada through industry advancement of its members and working towards public interest. The CMMP® Canada is currently offering dual membership with the IIMP®; all members will be recognized as full members with the International Institute of Marketing Professionals. Visit the website to learn about the CMMP designation and become a member at

www.cmp.ca

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™ (IAMST) based upon Generally Accepted Marketing

Principles™ and Practices in the field of marketing. The development of IAMS is led by the IAMS Board which represents the G-20 countries; 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 158 countries and Advisory Council of Marketing Practitioners (ACMP).

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