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Oct. 21, 2009

MADISON, CT and DEXTER, MI, October 20, 2009—Build Your Firm, a full-service accounting marketing and practice management firm for accountants, announced today a newly formed alliance with the Tax & Accounting business unit of Thomson Reuters, a leading provider of integrated tax and accounting software and services. The alliance supports cross promotion of complementary products and services between the two organizations. Build Your Firm's alliance with Thomson Reuters officially launched on September 23, 2009.

"Our new alliance with Thomson Reuters Tax & Accounting is a huge step in the right direction in regards to providing the profession with a more extensive array of products and services. Our goal is always to offer as much helpful, relevant information as we can to help firms succeed," stated Allan Ratafia, president of Build Your Firm, Inc. "In turn, we are pleased that Thomson Reuters will also be promoting our services to their customers, who can greatly benefit from our programs."

"Build Your Firm is lead by true thought leaders—focused on advancing the accounting profession via tested and proven marketing and practice development programs," stated Scott Fleszar, senior director of marketing for Thomson Reuters Tax and Accounting. "As such, we are excited about the alliance and moving forward with cross promotional efforts."

Both Build Your Firm and Thomson Reuters share the same core goals for the alliance, including:

- Expanding presence and visibility within the small business accounting segment

- Supporting complimentary products and services that enable accounting firms

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business clients with ease and achieve true work-life balance. For more information on Build Your Firm, visit BuildYourFirm.com.

About Thomson Reuters

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in over 100 countries. For more information, go to ThomsonReuters.com.

The Tax & Accounting business of Thomson Reuters is the leading provider of technology and information solutions, as well as integrated tax compliance software and services to accounting, tax, and corporate finance professionals in accounting firms, corporations, law firms, and government. Tax & Accounting includes the Professional Software & Services, Corporate Software & Services, and Research & Guidance business groups.

Technology

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