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Professionals

Feb. 21, 2011

DALLAS – February 21, 2011 – *The CPA Technology Advisor* has announced a rebranding to the *CPA Practice Advisor*. The publication is the leading technology and practice management resource for practicing public accountants, and is also known to members of the National Society of Accountants as *The NSA Technology Advisor*. The announcement was made during the publication's annual thought leader summit at the Gaylord Texan resort and conference center, which included notable professionals and representatives from Sage, CCH and Thomson Reuters.

Effective April 16, coinciding with the end of tax season, the multi-platform publication and information resource will be known as CPA Practice Advisor, with online hubs at www.CPAPracticeAdvisor.com and www.NSAPracticeAdvisor.com. The rebranding is reflective of dynamic changes in the accounting community and is a move to better serve the professional community, said Darren Root, CPA.CITP, the publication's executive editor.

"As technology has helped to dramatically shape the profession, the processes and workflow practices within accounting firms has become paramount to the efficiency and productivity that professionals achieve," he said. Root is also a practicing public accountant, with a firm in Bloomington, Indiana, and is the founder and CEO of RootWorks, which provides strategic consulting to accounting firms across the country.

"The CPA Practice Advisor will continue in its focus on the influence of technology on small and mid-sized practices, but with a rededicated mission to provide these firms with advice on practical implementation and use of these technologies, along

with insight into proven best practices for developing productive workflow

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their firm,” said publisher Ben Johnson. New website features will include online communities, white papers, guides and other resources that enable them to be more productive. “Our goal is for CPA Practice Advisor to be a valuable information, technology and practice management partner for professionals.”

The CPA Practice Advisor and NSA Practice Advisor are independent information sources for practicing public accountants and tax professionals, dedicated to providing them with the knowledge they need to make informed decisions regarding implementing technology best practices and productive processes in accounting firms. The magazine's audited circulation of more than 40,000 tax and accounting professionals look rely on these publications for editorial independence and integrity.

The CPA Technology Advisor and www.CPATechAdvisor.com, and their successor properties CPA Practice Advisor and www.CPAPracticeAdvisor.com, are published by Cygnus Business Media. Cygnus Business Media reaches millions of professionals annually. As one of America's top business-to-business media companies, Cygnus is leading the way in providing targeted content to top decision-makers and organizations. The company's corporate initiatives and organizational architecture are built with one goal: fully engaging audiences in Aviation, Building & Construction, Public Safety & Security, Agriculture vertical markets and a variety of other industries.

Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

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