



PRESS RELEASE

FOR IMMEDIATE RELEASE

Debra Helwig
IGAF Worldwide
Tel: 678-417-7730, ext. 35 • Fax: 678-999-3959
dhelwig@igafworldwide.org

IGAF WORLDWIDE ANNOUNCES ALLIANCE PARTNERSHIP WITH CREATIVE GROWTH GROUP

ATLANTA, GEORGIA — October 5, 2009 — IGAF Worldwide, one of the world's strongest associations of independent public accounting firms, and Creative Growth Group, one of the world's leading consultancies focused on creating superior, lasting, predictable client development results for professional service firms, are pleased to announce an alliance partnership designed to accelerate the growth of IGAF Worldwide's accounting firm members.

As a benefit of membership, IGAF Worldwide offers its 150 member firms a number of services and discounted rates with alliance partner companies around the globe. The new partnership with Creative Growth Group will offer IGAF Worldwide member firms preferred access to Creative Growth Group's Client Development services, including the Firm's unique client development strategy, training, coaching and execution programs such as its renowned Rainmaker Council methodology for helping high-potential accountants achieve rainmaking success.

Creative Growth Group is a recognized leader of client development consulting in the professional services field. Creative Growth Group's clients include leading professional services firms from a range of complimentary fields. After decades of researching and applying knowledge about how professional services firms grow clients and revenues, Creative Growth Group empowers growth with comprehensive solutions that link strategy, capabilities and execution to ensure superior, lasting and predictable business development results. Creative Growth Group is also creator of the acclaimed Client Advisor Awards (www.clientadvisoawards.com), the monthly Growing Professional Services (www.growingprofessionalservices.com) newsletter and blog, the Professional Atlanta blog and on-line radio (www.professionalatlanta.com) and The Rainmaker Council program.

"We are thrilled to be partnering with IGAF Worldwide on behalf of its member firms," said Andrew Dietz, Managing Partner of Creative Growth Group. "The current economy favors the solid, independent accounting firms which make up the membership of IGAF Worldwide. And, we're excited to help those firms capitalize on the tremendous growth opportunity available as the market recovers."

"In the current economic environment, successful firms know they have to take extraordinary measures to preserve current client relationships and grow new ones," says IGAF Worldwide president Kevin Mead. "We anticipate that The Creative Growth Group will offer our members new and valuable insights on how to capitalize on their strengths and exceed their business development objectives."

As the two organizations' first joint activity, Creative Growth Group will be one of the presenters at IGAF Worldwide's upcoming Partner Leadership Conference in Nashville, TN in early November 2009.

Detailed information about the alliance partnership is available to IGAF Worldwide member firms on the IGAF Worldwide Private Web site at http://www.igafworldwide.org/private/services/alliance_programs.asp.



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About IGAF Worldwide

IGAF Worldwide is the strongest association of independent accounting firms in the world, comprised of over 150 highly successful independent public accounting firms in over 60 countries. Founded in 1977, IGAF Worldwide provides its independent member firms with tools and resources to help them furnish superior accounting, auditing, and management services to clients around the globe. Through IGAF Worldwide, independent member firms offer the strength and capabilities of a large, worldwide organization with technical depth and geographic reach impossible for a local firm alone. For more information about IGAF Worldwide and the services it offers its member firms and their clients, visit the IGAF Worldwide Web site at <http://www.igafworldwide.org>.

About Creative Growth Group

Creative Growth Group, Inc. is the leading consultancy that helps build more profitable client advisor relationships for professional services firms and the companies they serve through research, consulting, connections and coaching. For more information visit <http://www.creativegrowthgroup.com>.

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