

CGA Ontario Launches New Recruitment Campaign **The CGA Designation Creates Both Momentum and Flexibility in Your Career**

TORONTO, ON, January 29, 2009 — The Certified General Accountants of Ontario (CGA Ontario) reaches out to Torontonians with a new recruitment campaign launching Monday, February 2, 2009 in Metro News Toronto; ranked Canada's top free national daily newspaper. The campaign speaks to people currently working within today's turbulent economy, driving opportunity through the CGA program of professional studies to advance their careers by earning the professional CGA designation.

Top level campaign messages include:

"In a turbulent economy, you can go with the flow. Or, you can enrol with us. Why take the risk that the economy won't affect your current job? Now's the time to act..."

"With a CGA designation, the next rung is in reach. It's no stretch that the economy can affect your current job. Now's a time to get a leg up..."

"Three letters meaning "added value that protects careers? Try: CGA. Why puzzle out how the economy might affect your current job. Now's the time to fill in the blanks..."

The advertising campaign, developed by Clique Communications, will run until early spring 2009. It will also include a TTC platform poster program, featured along Toronto's Yonge, University and Bloor subway lines.

"Today's accounting and finance professionals see what it takes to be tomorrow's leaders: a broad range of expertise to meet the complex and shifting challenges of rapidly integrating standards, technologies and a global workforce, said Doug Brooks, CGA, CEO, Certified General Accountants of Ontario. The CGA designation tells employers you have the skills and experience that they need."

To learn more about the CGA designation, visit www.cga-ontario.org.

Certified General Accountants of Ontario is a self-governing body that grants the exclusive rights to the CGA designation, and controls the professional standards, conduct and discipline of its members and students in the province of Ontario. Certified general accountants (CGAs) are committed to meeting the needs of their businesses and organizations with strategic insight, leadership and demonstrated abilities. In Ontario, there are more than 19,000 CGAs and approximately 9,000 students working towards their designation.

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