



The Power of Experience®

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## ***MEDIA ADVISORY***

# **Treasury Strategies and ICI to Discuss Treasurers' Reaction to Possible Money Market Fund Reforms**

**CHICAGO, IL, APRIL 18, 2012**—A new report, “Money Market Fund Regulations: The Voice of the Treasurer,” examines corporate treasurers’ views and likely reaction to three concepts being pursued by the Securities and Exchange Commission to change the fundamental nature of money market funds. The ICI commissioned Treasury Strategies to study treasurers’ responses to these concepts – floating net asset value, redemption holdback, and a capital buffer.

Treasury Strategies, Inc., a leading global consulting firm in the area of treasury, payments and liquidity management, will unveil its findings in a webinar with members of the media.

The presentation begins at 11:00 a.m. EDT. Cathy Gregg, Partner at Treasury Strategies, will lead the review of key study findings. ICI Chief Economist Brian Reid will also provide insights related to policy issues.

### **Conference call dial-in information**

Date: Thursday, April 19, 2012

Time: Call starts at 11:00 a.m. EDT

Link to join: <https://treasurystrategiesevents.webex.com/treasurystrategiesevents/onstage/g.php?t=a&d=663671310>

U.S. dial-in number: 1-877-668-4493

Guest access code: 663 671 310

Password: voice

Participant number: Provided upon login to webinar

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