



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Tony Pedregon to make Guest Appearance at CIECA's Implementation Conference 2.0

Northbrook, IL – The Collision Industry Electronic Commerce Association (CIECA) is pleased to announce that Tony Pedregon will make a guest appearance at CIECA's 2010 Implementation Conference. The annual Implementation Conference will be held on September 21-22, 2010 in Northbrook, IL.

"Implementation Conference 2.0 is the culmination of CIECA's Implementation Forum Series for 2010 which consists of the CIECAst webinars held in January and August. The conference is a unique assembly of those actively implementing or planning to implement CIECA standards. The conference is a hands-on standards implementation event with separate tracks for business and technical implementers," said Fred Iantorno, CIECA's Executive Director.



"I am delighted to have CIECA on my car and be invited to CIECA's Implementation Conference," said two-time NHRA Funny Car world champion Tony Pedregon. Tony added, "In racing, winning is important, but racing teams only succeed and stay in business as long as they can deliver a strong bottom line to the companies that invest in their programs. CIECA's programs allow implementers to deliver that same strong bottom line."

"We know the importance of your bottom line. That's why we are continuing our budget conscious 2009 pricing in 2010 and extending our Early Bird registration to August 31, 2010," said Michael Lloyd, California Casualty and CIECA Board Chairman.

Implementation Conference 2.0 is scheduled to run from September 21-22, 2010, in Northbrook, IL.

Visit www.CIECAImplementationConference.com for more information.

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About CIECA: CIECA (Collision Industry Electronic Commerce Association) develops collision industry Information Technology standards and provides implementation guides for electronic commerce. CIECA is composed of members of the automobile collision repair industry; repairers, insurers, vehicle manufacturers, parts and material suppliers, information and software providers, general service providers and related segments and industries. CIECA's goals are to deliver benefits to all participants through reduced development and support costs, lower cost of implementation, reduced barrier to entry and faster development times. To learn more about CIECA, visit www.cieca.com or call 847-498-6945.