



PRESS RELEASE

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For more information, contact:
Melissa Golding, NABE Press Officer, (571) 236-2820

NABE TO HOST ITS FIRST-EVER TRANSFER PRICING SYMPOSIUM

The National Association for Business Economics (NABE) will gather leading professionals from consulting, business, and government at its inaugural Transfer Pricing Symposium (TPS) on July 26-27, 2011, in Arlington, VA. The event will be conducted by NABE's Transfer Pricing Roundtable, and will bring together experts to discuss and debate some of the most important--and engaging--topics in the world of transfer pricing. **Samuel Maruca**, director of transfer pricing at the Internal Revenue Service, will deliver the keynote address.

"We started the NABE Transfer Pricing Roundtable as a way for Transfer Pricing (TP) analysts to come together to discuss the economics topics that are by their nature not cut-and-dried," said NABE Transfer Pricing Roundtable Co-Chair **Karen Kirwan**, executive director of international tax services and transfer pricing at Ernst & Young LLP. "Most complex economics issues cannot be prescribed by rules and regulations, but rather, the rules and regulations generally set the boundaries in which intellectually challenging aspects of TP economics remain. The TPS is designed to explore these challenges."

"Each panel at the TPS is meant to be a roundtable on the topic in the true sense of the word--coming together around the table to explore alternative conceptual approaches that are fundamental to making sound decisions required in all TP analysis," said **Jill Weise**, NABE Transfer Pricing Roundtable co-chair, and managing director of Ceteris. "It's our intent that the TPS will be different from most TP conferences. Participants will find that the format is more interactive and discussion-oriented--not a lecture or presentation-style format."

"This event is the latest example of NABE's efforts to provide those who use economics in their work with the information and analysis they need to stay current on developments in the economics profession," said NABE President **Rich Wobbekind**, associate dean of the Leeds School of Business at the University of Colorado. "When Jill and Karen co-founded the NABE Transfer Pricing Roundtable last year, they wanted to give NABE members a special-interest networking group that would fill a void in the transfer-pricing community. This symposium is an outgrowth of their efforts to educate--and provide connections between--those who work in this ever-changing field."

Continued on next page

23 May 2011

Page 2 of 2

In addition to Mr. Maruca, confirmed speakers at press time include: **Katherine Amos**, senior director of Transfer Pricing, Tyco International; **Sherif Assef**, managing director, Ceteris; **Mark Bronson**, managing director, Ceteris; **Robert Clair**, tax managing director, KPMG; **Brian Cromwell**, principal, Ernst & Young; **Douglas Cronin**, vice president of Corporate Tax, Boston Scientific; **Chris Faiferlick**, principal, Ernst & Young; **Rocco Femia**, member, Miller & Chevalier; **Richard M. Goldberg**, director of Global Transfer Pricing, Citigroup ; **Mike Heimert**, founder and CEO, Ceteris; **Thomas Horst**, founder and managing director, Horst Frisch, Inc.; **Robert Kirshenbaum**, member, Miller & Chevalier; **Charles Larson**, senior international advisor, Internal Revenue Service; **John Magee**, partner, Bingham McCutchen; **Michael McDonald**, financial economist, US Treasury, and a US representative to Working Party 6 of the OECD; **Kathryn O'Brien**, global transfer pricing leader, General Electric; **Russ O'Haver**, principal, Ernst & Young; **Irv Plotkin**, senior managing director, PriceWaterhouseCoopers; **Rob Plunkett**, global financial services transfer pricing leader, Deloitte; **Kelly Russell**, senior director of Transfer Pricing, Electronic Arts; **Craig Sharon**, partner, Bingham McCutchen, and former director, APA Program; and **John Wills**, consultant, Wills Consulting.

Symposium sessions include: Tuesday workshops--Seminal Court Cases and Their Impact on Transfer Pricing Practice and Procedure, and The Use of Statistics in Transfer Pricing: A Primer. Wednesday panels--Issues Surrounding the Use of Discount Rates in Transfer Pricing Analysis; Pricing Considerations Associated with Embedded Intangibles; Useful Life Determinations in the Context of Intangibles Analysis; and Different Perspectives About Pricing Guarantee Fees.

PRESS REGISTRATION

Register online using our online form at: <http://www.nabe.com/press/2011transfer.cfm>

SYMPOSIUM PROGRAM

A regularly updated program may be found at: <http://www.nabe.com/transfer2011/program.html>

EDITOR'S NOTE: For more information regarding media attendance at the NABE Transfer Pricing Symposium, please contact NABE Press Officer Melissa Golding on 571-236-2820 or melissag@nabe.com. For hotel reservations, contact the Sheraton Crystal City at 1-888-627-8209 and mention the NABE event to receive the special discounted room rate of \$199 per night. Please note that the discounted room rate expires on June 30, 2011.

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