

**Media release  
For immediate delivery**

**Canadian Institute of Chartered Business Valuators Launches New Website**

- Features and Functions will Improve Services to Members -

(TORONTO – March 7, 2011) – The Canadian Institute of Chartered Business Valuators (CICBV) announced today the re-launch of its website [www.cicbv.ca](http://www.cicbv.ca). The new website introduces many new features and functions which will allow Institute Members, Students, the media and the general public to access key information more quickly and easily. The re-design also launches the Institute’s updated graphics and logo.

New functionalities on the website include the ability for Members to create a profile that will be used in an enhanced search function. Members can now include a short description of their areas of expertise, add a photo, and select which address they wish to make public. This interactive feature will better help potential clients, other Members and Students connect. Also improved is the website’s appearance and navigation.

The website re-launch is part of the CBV re-branding project, begun in 2010 under the guidance of Tenzing Communications, a marketing and branding firm. Following a thorough process, the Institute went through brand and SWOT analysis, competitive analysis and positioning and other steps instrumental in reshaping the CBV brand. Featured prominently on the re-launched website are the Institute’s new logo and tag-line, which were updated as part of the re-branding initiative.

“The new logo design comes with a strong monochromatic colour scheme which reinforces the unwavering quality of the designation. There is no interpretation. It’s only black and white. The two views – what the buyer sees vs. what the seller sees – are represented by the red and black bar. The best perspective is the one from a CBV,” said Tenzing Communications.

The Canadian Institute of Chartered Business Valuators (CICBV) is the largest professional valuation organization in Canada, with over 2,400 Members and Students around the world, and is the sole administrator of the Chartered Business Valuator (CBV) designation training program and accreditation testing. For more information about the Canadian Institute of Chartered Business Valuators, please visit our website at [www.cicbv.ca](http://www.cicbv.ca).