

LAUNCH OF THE GLOBAL ACCOUNT MANAGEMENT PROGRAM

The Moody International Global Account Management Program was officially launched at the January 2008 Moody International Worldwide Managers Meeting held in Royal Tunbridge Wells, UK. This program is a pro-active client focused strategy, aimed at developing increased business opportunities with certain clients, by focusing on people, processes and supports.

The prime objectives of the program are to:

- Understand clients' key drivers and build stronger relationships with them;
- Build and execute a systematic Global Account approach;
- Capitalize on Moody's global organization and strengths;
- Provide enhanced service benefits to customers.

During the January meetings, International Board Director Frederic Leforestier presented the various elements of the Global Account Management program, and outlined the anticipated benefits for clients. Frederic announced the names of the key clients selected for the initial 2008 launch and confirmed that additional clients would be added in the near future. Moody CEO Brendan Connolly concluded the presentation by sanctioning the importance of the Global Account Management program within the Moody International organization.

The next few months will be crucial for the program, as several activities will take place simultaneously, including:

- Recruitment and induction of the Global Account Managers;
- Finalization of the sales process approach; and,
- Implementation of a formal Customer Relationship Management (CRM) information system worldwide within the Moody International Group.

Moody International anticipates that Global Account Managers will be operational and introduced to their key client contacts by the summer of 2008.