

**FOR IMMEDIATE RELEASE — October 18, 2010**

## **G20 Research Group Taps Industry Veteran for Report to Aid Industry Execs**

With the G20 now the premier forum for economic cooperation, and leaders and finance ministers from the systematically significant countries increasingly committing to decisions that directly influence capital markets, the G20 Research Group has partnered in the launch of a report to assist industry executives understand how they are being affected by these decisions. Lida Preyma – a financial industry veteran with over 15 years' experience in the Canadian capital markets – is authoring monthly reports on the G20 issues as they relate to global capital markets. Initial sales of the report have exceeded expectations as industry executives, regulators, organizations and politicians from around the world try to keep abreast of these changes. “We were pleasantly surprised at the immediate level of interest in The Preyma Report. We knew there was a global need for a report like this, but we had no idea that it would be this high,” said John Kirton, co-director of the G20 Research Group. “Top executives and their staff are clearly keen to stay on top of the changing regulatory environment that affects their daily decisions.”

The Preyma Report monitors the economic and financial decisions made at the global level on a monthly basis and provides readers with easily accessible and organized information. “Anyone involved in the global capital markets – even remotely – whose time is valuable, should be reading this report. It’s the best way to stay knowledgeable and informed on a variety of topics,” commented Ralph Cuervo-Lorens, partner at Canadian law firm Blaney McMurtry LLP whose practice includes corporate finance and securities law.

In addition to the monthly report, subscribers also receive copies of the G20 briefing books which are published in the lead-up to each G20 summit and include articles by world leaders, heads of international organizations and prominent academics. Past contributions have come from U.S. president Barack Obama, Canadian prime minister Stephen Harper, Korean president Lee Myung-bak, WTO director-general Pascal Lamy, World Bank president Robert Zoellick and United Nations secretary-general Ban Ki-moon. A team of highly experienced researchers is also available to provide additional information and analysis on various topics of interest.

Part of the proceeds of each sale of The Preyma Report will be set aside for a scholarship fund to assist young women planning to pursue a career in capital markets. Preyma, who is also Head of Global Direct Market Access at Canadian broker dealer JitneyTrade Inc., couldn't be prouder. “I'm delighted to write The Report but I'm truly honoured about the opportunity to help young women become involved in this exciting industry who otherwise wouldn't have.”

For more information, go to [www.preymareport.com](http://www.preymareport.com) or contact Ella Kokotsis, Director of External Relations, G20 Research Group at [mako@cogeco.ca](mailto:mako@cogeco.ca), 416-570-0911.