

First International Case Competition on Strategic Value of IT Management to be Held at CA World 2008

Competition Brings Together Students From Leading MBA And MIS Programs

Islandia, N.Y., October 14, 2008 – CA, Inc., the Association for Information Systems (AIS) and Oakland University's School of Business Administration today announced that the first International Case Competition on Strategic Value of IT Management will be held in conjunction with CA's user conference, CA World 2008. The competition will be held at The Venetian Resort Hotel Casino in Las Vegas, November 16-17, 2008.

Bringing together students from leading Master of Business Administration (MBA) and Master of Information Systems (MIS) programs from around the world, the competition will enable students to evaluate and demonstrate the strategic value of IT management for the success of global organizations. Prior to arriving at CA World, the student teams will be provided with a case study of a company that is in the throes of change, and evaluate its IT department and infrastructure and give recommendations on how to align the IT department to better support the changing business environment.

"The competition will present the students with a real-world IT management challenge, affording them an experience not unlike those they may face after graduation," said Connie Smallwood, senior director of University Relations at CA. "The competition will also enable students to showcase and enhance their teamwork, quick thinking, business and communication skills – skills that are a must-have in today's business environment."

Each team will be comprised of three graduate students with at least one student pursuing a graduate degree in information technology (IT) or information systems (IS), and a faculty coach. Teams from the following universities are registered for the competition:

- Carnegie Mellon University
- George Washington University
- Helsinki School of Economics
- Indiana University
- Monterrey Institute of Technology
- National University of Singapore
- Syracuse University
- University of Arizona
- University of British Columbia
- University of Michigan

"This experience is certain to leave a lasting impression on the students," said Dr. Mohan Tanniru, dean, School of Business Administration at Oakland University. "The competition will present significant lessons that will be beneficial to the professional growth of students and their ability to link IT and its strategic value to business."

The winners will be announced at a dinner reception and award ceremony on Monday, November 17. Cash prizes will be awarded to the teams that place in the

top three positions. The first place team will receive \$10,000, the second place team will receive \$5,000 and the third place team will receive \$2,500.

For additional information on the International Case Competition on Strategic Value of IT Management please visit <http://www.sba.oakland.edu/cacase>.

All of the members of the team will be provided round trip airfare, hotel accommodations and free registration to CA World 2008 which gives team members access to attend sessions, demos and keynotes. For more information on CA World 2008, including a full agenda, and registration details, visit <http://caworld.com/>.

About AIS

The Association for Information Systems (AIS) founded in 1994, is a professional organization whose purpose is to serve as the premier global organization for academics specializing in Information Systems. The need for such an organization was first spelled out in an editorial authored by five past Editor's-in-Chief of the Management Information Systems Quarterly in March of 1993. Bill King, of the University of Pittsburgh, was first among many to play key leadership roles in bringing the association into existence. He served as the first president. For more information, visit aisnet.org.

About CA

CA (NASDAQ: CA) is the world's leading independent IT management software company. With CA's Enterprise IT Management (EITM) vision and expertise, organizations can more effectively govern, manage and secure IT to optimize business performance and sustain competitive advantage. For more information, visit www.ca.com.

About Oakland University and the SBA

Oakland University, which celebrated its 50th anniversary in 2007, is recognized by the Carnegie Foundation for the Advancement of Teaching as one of the nation's 83 doctoral/research universities. The university offers 129 bachelor's degree programs and 99 graduate degree and certificate programs. Dedicated to delivering a distinctive undergraduate experience complemented by the strength of its graduate offerings and research accomplishments, Oakland University is organized into the College of Arts and Sciences and the Schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, Nursing, and The Honors College. Visit Oakland University on the Web at www.oakland.edu.

Oakland University's School of Business Administration sustains its 40 years of educational excellence by remaining relevant to the ever-changing global business environment and providing students a distinctive educational experience that integrates classroom learning with real-world business experience and research. Its accredited business school offers undergraduate and graduate degrees as well as special programs that satisfy many educational interests while supporting the employment needs of the business community. For more information, visit www.sba.oakland.edu.

###

Copyright © 2008 CA. All Rights Reserved. One CA Plaza, Islandia, N.Y. 11749. All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.

Contacts:

Michelle Healy
Public Relations
(631) 342-4701
michelle.healy@ca.com