

## **News Release**

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For Immediate Release

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# **THOMSON TAX & ACCOUNTING ANNOUNCES BRANDING STRATEGY**

**Will Offer Same Trusted Product Lines Under Thomson Tax & Accounting Name**

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**NEW YORK, NY, April 3, 2007** – Thomson Tax & Accounting, a business segment of The Thomson Corporation (NYSE: TOC; TSX: TOC), today announced a new branding strategy, which will help guide the direction of its business in the future. Beginning this month, the company will adopt Thomson Tax & Accounting as its public name and will also adopt the Thomson starburst imprint as its primary mark. The new strategy makes public a plan that has been developed during the past two years and links together the company's three customer-aligned business organizations: Research & Guidance, Corporate Software & Services and Professional Software & Services.

Thomson Tax & Accounting has some of the best known and most trusted brands in the market today, providing software, services, information, and CPE Learning Management solutions to tax, accounting and corporate financial professionals. Under the new branding strategy, the Professional Software & Services business is primarily comprised of the Creative Solutions<sup>®</sup> and GoSystem<sup>®</sup> business brands, and includes CS Professional Suite<sup>®</sup> and GoFileRoom<sup>®</sup>. Aligned within the Corporate Software & Services business are the Fast-Tax<sup>®</sup> and InSource<sup>®</sup> business and product brands, as well as Tax Partners<sup>™</sup>, eComply<sup>®</sup> 1099, ePropertyTax<sup>®</sup> and CrossBorder Solutions<sup>®</sup>. The RIA<sup>®</sup> and PPC<sup>®</sup> information and business brands are aligned within the Research & Guidance business, which also includes WG&L<sup>®</sup>, Checkpoint<sup>®</sup>, and the CPE Learning Management solutions of Gear Up, MicroMash, Quickfinder<sup>®</sup>, and PASSOnline.

“This new strategy unites these strong individual product lines under one business brand, strengthening Thomson Tax & Accounting's ability to serve our customers with end-to-end

workflow solutions,” said Adam Schair, vice president of Branding for Thomson Tax & Accounting. “Better aligning this combined strength will enable us to deliver even greater value to our customers. Under the new structure, the product brands that our customers rely on will be further strengthened under the new strategy through increasing integration with other workflow tools that only Thomson Tax & Accounting provides.”

The aim of the strategy is to allow Thomson Tax & Accounting to better partner with its customers in offering and shaping solutions to ease compliance burdens, while enhancing user experience and productivity, aiding in professional development and providing increased expertise to make their jobs and lives easier.

“Through a unified branding approach, our customers will understand that only Thomson Tax & Accounting provides them with the most comprehensive software, services and information tools for all of their tax and accounting needs,” said Roy M. Martin, Jr., president and chief executive officer, Thomson Tax & Accounting. “This strategy will strengthen Thomson Tax & Accounting’s position as the most respected brand in our market space.”

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### **The Thomson Corporation**

The Thomson Corporation ([www.thomson.com](http://www.thomson.com)) is a global leader in providing essential electronic workflow solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson provides value-added information, software tools and applications to professionals in the fields of law, tax, accounting, financial services, scientific research and healthcare. The Corporation’s common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

Thomson Tax & Accounting, a business segment of The Thomson Corporation, is a leading provider of technology and integrated information solutions to accounting, tax and corporate finance professionals in accounting firms, corporations, law firms and government. Thomson Tax & Accounting includes the Professional Software & Services, Corporate Software & Services, and Research & Guidance businesses.