COMPUTERWORLD HONORS PROGRAM
2010 PUBLIC RELATIONS GUIDELINES

The Computerworld Honors Program is committed to providing its Laureates, Finalists, 21st Century Achievement Award recipients and Leadership Award recipients with public relations support. We encourage you to issue press releases announcing your participation in the Computerworld Honors Program. Issuing a press release enables your company to capitalize on exposure and may generate increased awareness of your company and its talented staff.

Please read the following guidelines carefully before preparing a press release that references the Computerworld Honors Program. (A sample press release is included in this document for your reference and/or to serve as a template for drafting your own release.) All Laureates, Finalists and award recipients are encouraged by the Computerworld Honors Program to issue press releases announcing their recognition by the program.

It is important to note that the rights and privileges of promoting Computerworld Honors Program Laureates, 21st Century Achievement Award recipients and Leadership Award recipients are extended to vendor, service provider or consulting companies based on having nominated an accepted submission. However, while this constituency will be given permission to use the Computerworld Honors award program name, as well as the award program logo, they must also seek written approval from the Laureate, 21st Century Achievement Award recipient and/or Leadership Award recipient that they nominated.

Obtaining a Quote from the Computerworld Honors Program

If your company wishes to include a quote attributed to an Honors Program spokesperson, the following quote is approved for immediate use. Modified versions of this quote are subject to approval from Computerworld's Senior Director, Executive Programs, Sandy Weill. All quotes should be attributed to the noted individual below.

"Each Laureate selected for this honor understands the importance of using one's resources and technical prowess to benefit one's fellow man," said Bob Carrigan, Chairman of the Computerworld Honors Program Chairmen's Committee and CEO of IDG Communications Worldwide.

References to Computerworld and the Computerworld Honors Program

All communications involving the Computerworld Honors Program must be consistent with the style and content listed below:

- The full award name is the Computerworld Honors Program
- The 22nd Annual Laureates Medal Ceremony & Gala Awards Evening will take place on June 7, 2010 at the Andrew W. Mellon Auditorium in Washington, D.C.

- Computerworld is always one word, and the "w" is not capitalized
- On first reference, list the organization as "IDG's Computerworld Honors Program" Computerworld Honors as a stand-alone name may be used after the first reference.
- If a subsidiary of an organization wins the award, press releases/marketing materials should specify that the unit - not the parent organization - received the award. If the parent unit is cited, the name of the subsidiary unit should be more prominent in placement, size and usage than that of the parent unit.
- The Computerworld Honors Program is governed by the Computerworld Information Technology Awards Foundation (a Massachusetts not-for-profit corporation).

The following approved Computerworld corporate boilerplate and short Computerworld Honors Program description may be used, where appropriate.

About the Computerworld Honors Program

Founded by International Data Group (IDG) in 1988, the Computerworld Honors Program is governed by the not-for-profit Computerworld Information Technology Awards Foundation. In its 22nd year, Computerworld Honors is the longest running global program to honor individuals and organizations that use information technology to benefit society.

Each year, the program's Chairmen's Committee, a group of 100 Chairmen/CEOs of global technology companies, nominates individuals and organizations around the world whose visionary application of information technology promotes positive social and economic progress. Nominations are evaluated by an independent board of CIO-level judges who select Laureates, Finalists and award recipients, in 10 industry-related categories, to be honored at the Laureate Medal Ceremony.

This year's ceremony and accompanying Gala Awards Evening will take place on June 7, 2010 at the Andrew W. Mellon Auditorium in Washington, D.C.

The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums and research institutions throughout the world.

Additional information about the program and a Global Archive of past Laureate case studies and oral histories can be found at the Computerworld Honors website: www.cwhonors.org.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (www.computerworld.com), weekly publication, focused conference series and custom

research, form the hub of the world's largest (40+ edition) global IT media network. In the past six years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). In addition, in 2007 Computerworld's then editor in chief, Don Tennant, received the prestigious Timothy White Award from American Business Media. Computerworld leads the industry with an online audience of over 2 million unique, monthly visitors and a print audience of 1,222,000 readers each week (IntelliQuest CIMS Spring 2007).

About International Data Group (IDG)

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment, and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends. Additional information about IDG, a privately held company, is available at idg.com. Note: All product and company names are trademarks of their respective companies.

Description of the Computerworld Honors Program Selection Process

Each year, members of the Chairmen's Committee identify the organizations whose use of information technology has been especially noteworthy for the originality of its conception, the breadth of its vision and the significance of its benefit to society. These identified organizations are asked to contribute a case study to the program's collection, and the donation of these case studies is celebrated with a formal medal ceremony in June where an accepted case study Laureate from each organization is publicly recognized.

From the Laureates in each of 10 categories, a distinguished panel of judges selects 50 Finalists, five in each category. These Finalists, as well as the 10 organizations selected by the judges as first among their peers within the Finalists, are announced at the Gala Awards Evening. The 10 organizations receive the 21st Century Achievement Awards. Independent of the Laureate recognition, the Computerworld Honors Program also annually presents its Leadership Awards, each designed to honor the extraordinary achievements of selected individuals whose positive contributions to the IT revolution have left an indelible mark on the world.

Additional Publicity Opportunities

- The Computerworld Honors Program logos are available for display on the Web sites and other marketing materials of Laureates, 21st Century Achievement Award recipients and
- Leadership Award recipients and are subject to agreed guidelines.
- A complete list of Laureates, 21st Century Achievement Award recipients and Leadership Award recipients will be published on the Computerworld Honors website www.cwhonors.org.
- The Computerworld Honors Program Laureates, Finalists, 21st Century Achievement Award recipients and Leadership Award recipients may be referenced in press outreach to publicize the awards program. Computerworld will not divulge proprietary corporate information, but may highlight information included by your organization on the original Computerworld Honors Program submission form.

Release Template

[INSERT NAME] RECOGNIZED AS LAUREATE BY THE COMPUTERWORLD HONORS PROGRAM

Global Information Technology Awards Foundation Pays Tribute to Individuals
and Organizations that Use Information Technology to Benefit Society

LOCATION — May XX, 2010 — XX has been recognized as a Laureate by the Computerworld Honors Program. This year's Honorees will be commemorated during the 22nd Annual Laureates Medal Ceremony & Gala Awards Evening on June 7, 2010 at the Andrew W. Mellon Auditorium in Washington, D.C. For over two decades, Computerworld Honors has acknowledged those individuals and organizations that have used information technology to benefit society.

[QUOTE BY HONOREE]

The Computerworld Honors Program unites Chairmen and CEOs of the world's foremost information technology companies to recognize the most outstanding user achievements in technology each year. The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums, and research institutions throughout the world.

Each year, members of the Chairmen's Committee, a group of 100 Chairman/CEOs of global technology companies, nominates individuals and organizations around the world whose visionary applications of information technology promotes positive social and economic progress.

Independent of the Laureate recognition, the Computerworld Honors Program also annually presents its Leadership Awards, each designed to honor the extraordinary achievements of selected individuals whose positive contributions to the IT revolution have left an indelible mark on the world.

[QUOTE BY COMPUTERWORLD]

[Corporate boilerplate]

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