



**FOR IMMEDIATE RELEASE**

**WITI (WOMEN IN TECHNOLOGY INTERNATIONAL) EXTENDS PARTNERSHIP WITH  
LEADING ANALYST FIRM IDC**

***Year Two of Commitment To Focus on Events, Proprietary Research***

**SAN JOSE, Calif., – January 17, 2005** – WITI (Women In Technology International), the world's leading professional organization for tech-savvy women, is again joining forces with IDC, the premier global provider of market intelligence, for a second year of partnership to raise the visibility of the roles and opportunities for women in the international technology and science sectors.

According to WITI leaders, both firms are committed to using the influence of their networks and global reach to promote topics ranging from women in the workplace and recruitment, to female enrollment levels in science/technology degree programs and the spending habits and trends of women for technology products and gadgets. WITI will also be a partner to IDC's planned 2006 programs, including:

- IDC Marketing Performance Measurement Summit for Business-to-Business Marketers  
Jan 19 2006, Santa Clara, California
- IDC Service-Oriented Architecture Forum  
Jan 25 2006, New York
- IDC Outsourcing Forum West  
Jan 30 2006-Jan 31 2006, Santa Clara, California
- IDC Virtualization Forum East  
Feb 6 2006, New York

“To fulfill our mission, WITI relies on the dynamic alliances, programs and events that partners such as IDC can deliver for its multi-million member global network,” said Carolyn Leighton, CEO, chairwoman and founder of WITI. “We are quite proud to be a partner to IDC, a firm with a stellar reputation and demonstrable commitment to providing the connections, resources, opportunities that further the cause for all WITI members.”

In return, IDC plans to continue to leverage its expertise in surveys and market analysis to create proprietary research tools and reports for the WITI network.

**About IDC**

IDC ([www.idc.com](http://www.idc.com)) is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research and events company.

**About WITI**

Since 1989, WITI is the premiere global trade professional association for tech-savvy women who acquire wealth, power and influence in the business marketplace. With a global network of smart, talented women and a market reach exceeding two million, WITI has established powerful strategic alliances and programs to provide connections, resources, and opportunities within a supportive environment of women committed to helping each other. WITI's mission is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity.

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