



WITI's Digital Life Survey Says: Maybe They're Not So Different, Men and Women Are Both Thinking Big (Screen, That Is) For The Holidays

New York, October 27, 2005 – WITI (Women in Technology International), the nation's leading professional organization for tech-savvy women, sponsored a special survey at Digital Life, a consumer technology event from Ziff Davis. Attendees were asked to lend their voices and tell the tech industry what they love and don't love. The survey results show that passion for technology transcends gender.

The respondents were shown nine different high tech products that will be on sale this holiday season and asked to rank their favorites. Respondents were asked to rate each product along five categories including price, wow factor, and usefulness.

"To our surprise, the Syntax Olivia flat panel TV we showed the survey respondents crossed the gender lines in its appeal," said Robin Raskin, director of WITI media. "The Samsung Digimax Camera followed in a close second place, again favored by both men and women. Technology wish lists appear to be consistent across the sexes."

Other items the visitors could choose from included a portable media device, a slick cell phone, a music player, a digital picture frame, a music player embedded in a headset, and others.

In regards to lifestyle, the significant majority of both men and women answered that they would not date anyone who carried a Pocket Protector. They also agreed that they would never date anyone who couldn't send an instant message. When asked how they communicated their most romantic feelings, both genders chose face-to-face communications as opposed to email, IM, phone or other technologies.

Finally, both sexes agreed that online is the place to shop, and that the worst part of the holiday shopping season happens when technology is obsolete the instant you get it to your house.

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 2 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.

About Ziff Davis Media

Ziff Davis Media is a leading integrated media company focusing on the technology, videogame and consumer lifestyle markets. The Company is an information services provider of technology media including publications, websites, conferences, events, eSeminars, eNewsletters, custom publishing, list rentals, research and market intelligence. In the United States, the Company publishes nine magazines including *PC Magazine*, *Sync*, *ExtremeTech*, *eWEEK*, *CIO Insight*, *Baseline*, *Electronic Gaming Monthly*, *Computer Gaming World*, *Official U.S. PlayStation Magazine*. The Company exports the power of its brands internationally, with publications in 41 countries and 20 languages. Ziff Davis leverages its content on the Internet with eight highly-targeted technology and gaming sites including PCMag.com, eWEEK.com, ExtremeTech.com and 1UP.com. The Company also produces highly-targeted b-to-b and consumer technology events including DigitalLife. With its main headquarters and PC Magazine Labs based in New York, Ziff Davis Media also has offices and lab facilities in the San Francisco and Boston markets. Additional information is available at www.ziffdavis.com.

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For more information, contact:

David Leighton
WITI
818-788-9484
david@corp.witi.com

Cheri L. Parr
WITI
310-421-4362
cheri@corp.witi.com