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Yahoo! CMO, WebTrends CMO, Other Experts Uncover Secrets behind "Web 2.0" Success at Internet Strategy Forum's Executive Summit 2007

Senior Marketing and IT pros learn to develop and support innovative Internet initiatives

Portland, Ore. — May 30, 2007 — Today, the Internet Strategy Forum (ISF) announced its fourth-annual Executive Summit conference, to be held July 19th in Portland, Ore. Themed "Web 2.0: Social Strategies," the event will provide an insiders' view from keynote presenter Cammie Dunaway, Chief Marketing Officer (CMO) of Yahoo!, and other global experts, about developing social networking tools, such as blogs, podcasts, user-generated content, and other emerging technologies that actively engage consumers. The event, for senior corporate management, marketing and IT Internet executives, Internet strategists and agency executives, will also feature a second-day Internet Strategist Career Symposium on July 20.

"Businesses today should foster customer interaction with a mix of technology platforms and marketing strategy that engages at the human level," said Steve Gehlen, founder of the ISF. "Corporate Internet strategists drive Web 2.0 initiatives for their companies. This year's ISF Executive Summit will help senior management understand the issues and opportunities by hearing directly from their peers at top global firms like Yahoo! and FedEx."

Presenters for the Internet Strategy Forum Executive Summit include:

- Cammie Dunaway, CMO, Yahoo! Inc.
- Tim Kopp, CMO, WebTrends
- Mark J. Colombo, VP Electronic Channels and Strategic Marketing, FedEx Services
- Erik Kokkonen, VP, Global Publishing Services, CNET Networks
- Rey Ramsey, CEO, One Economy Corp.
- Mike Moran, Distinguished IBM Engineer, author of *Search Engine Marketing, Inc.*
- Bryan Rhoads, Sr. Internet Strategist, Social Media at Intel and ISF Board member
- Mark Erickson, Sr. Computer Scientist at Adobe
- Mary Alice Colvin, Senior Marketing Consultant for Allyis
- Linda Gold, Founder, President & CEO, M3i Works
- Thomas Powell, Founder and President, PINT
- Rob Smith, Editor, Business Journal of Portland (Master of Ceremonies)

"The role of corporate Internet strategist is relatively new when compared to traditional marketing and IT organizations. Internet strategists bring varied background and experience and are now key corporate players, having moved from the backroom to the boardroom," said WebTrends CMO Tim Kopp. "The ISF is the first industry organization of its kind to facilitate the resources, networking and heightened internal awareness that can unite

technology and marketing departments within companies and optimize their ability to take full advantage of the Internet's potential."

The ISF's Internet executive membership base currently includes approximately 525 top web strategists around the world, up 100% since 2006. The Portland, Ore.-based organization boasts chapters in New York City, Austin, Texas, and the Silicon Valley, with others under development in San Francisco, Los Angeles, Washington, D.C., and Detroit. ISF members lead Internet strategy for companies such as AOL, Bank of America, Barnes & Noble, Costco, Disney, Dow Jones, General Motors, Google, Intel, Merrill Lynch, Motorola, NBC, Providence Health System, Reuters, Siemens, Xerox, and others.

The 2007 Executive Summit, will be held at the Governor Hotel in downtown Portland, Ore. (614 SW 11th Avenue). Pre-registration is encouraged due to space limitations. Tickets may be purchased at the door, subject to availability. Pricing is as follows:

Association Partner Members

July 19: \$215.00 prior to the event; \$235.00 at the door.

July 20: \$65.00 prior to the event; \$75 at the door.

Non-members

July 19: \$235.00 prior to the event; \$255.00 at the door.

July 20: \$75.00 prior to the event; \$85 at the door.

To purchase tickets or more information, visit:

<http://www.internetstrategyforum.org/ES2007>

The 2007 Executive Summit is supported by Premier Sponsor WebTrends, and these additional sponsors: Cicso, CrownPeak, Endeca, Intel and ViaWest.

About the Internet Strategy Forum

The Internet Strategy Forum is a nonprofit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations. Visit www.internetstrategyforum.org.

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