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"Web Celeb" Robert Scoble Adds to Social Media Debate at Internet Strategy Forum's Executive Summit

Conference Examines Corporate Web's Relevance in the Face of Social Media Trends

Portland, Ore. — June 27, 2007 — Today, the Internet Strategy Forum (ISF) announced that Robert Scoble, famed former Microsoft blogger, co-author of *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*, and author of well-read blog the Scobleizer (<http://scobleizer.com>), has been added as a presenter for its fourth-annual Executive Summit, to be held July 19 and 20 in Portland.

The conference, themed "Web 2.0: Social Strategies", will explore corporate Internet initiatives in the wake of current social media trends. Social media experts such as Scoble, ranked No. 9 in *Forbes*' "Web Celeb 25" earlier this year, will join the discussion, along with corporate-side marketers such as Cammie Dunaway, Chief Marketing Officer (CMO), Yahoo!; Mark J. Colombo, VP Electronic Channels and Strategic Marketing, FedEx; Tim Kopp, CMO, WebTrends; and many others.

The debate will kick into high gear when Erik Kokkonen, CNET's VP of Global Publishing Services, takes the stage for his presentation titled, "Could the Web 2.0 Party Be Over Already?"

The Internet Strategy Forum's Executive Summit is the major annual event for the nonprofit association, which has a tightly-focused membership of corporate Internet strategists. The ISF, which has increased 100% in size and welcomed 3 new chapters in the past year, provides peer networking opportunities and education, but is also focused on initiatives including formation of a Web governance task force that will leverage the ISF's annual research study, the Corporate Internet Strategist Survey.

"The come-one-and-all world of social networking has value in certain circumstances, but for professionals, there is often more value in networks with higher barriers to entry," said ISF founder Steve Gehlen. "The ISF delivers targeted services that address the specific issues of a select group of corporate Internet strategists. We are emerging as the voice of a new profession, and are working to help gain recognition and investment at the highest corporate levels for integrated Internet strategy. Advocacy efforts such as the Web governance task force, and events like the ISF Executive Summit, allow us to help raise awareness and drive change."

The 2007 Internet Strategy Forum 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.

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For more information and to register, visit:
<http://www.internetstrategyforum.org/ES2007>

The 2007 Executive Summit is supported by Premier Sponsor WebTrends, and these additional sponsors: Cisco, CrownPeak, Endeca, InFocus, Intel, Rubicon Marketing Group, ViaWest and Volt.

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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