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**CeBIT AMERICA 2004 BRINGS TOGETHER
BEST MINDS IN ENTERPRISE TECHNOLOGY**

These Highly Qualified Buyers Will Lead the Recovery in Tech Spending

New York, New York, February 26, 2004 – CeBIT America has solidified a number of alliances that will attract even more thought leaders and highly qualified buyers to its second exhibition, May 25-27, 2004 at the Javits Center in New York.

As part of its mission to deliver “high focus and high value” to buyers and marketers of enterprise technology, CeBIT America has formed alliances with four national and regional IT leadership organizations: NOREX, Women in Technology International, the CTO Council of New York, and the New York CTO Club. All of these groups are comprised of senior IT professionals and executive management, including CIOs, CFOs, COOs, CEOs and divisional management.

- NOREX is a unique consortium of IT professionals from over 1,100 member corporations and other organizations that hosts group networking events where members share experiences and exchange solutions. The group will hold its regular New York City regional meeting, comprised of senior level IT managers and decision-makers, at CeBIT America in May 2004.
- WITI (Women in Technology International) is the premiere global organization enabling women in business and technology to attain their professional goals. . Through a results-oriented worldwide networking structure, educational and leadership programs, publications, conferences and local meetings, WITI reaches approximately 400,000 tech-savvy women, many of whom are senior IT professionals, entrepreneurs, and C-level executives and other senior managers. WITI will hold a full-day conference at CeBIT America and expects to attract up to 4,000 women in the New York metro area.

- The CTO Council of the New York Software Industry Association is a forum for discussion and sharing among technology leaders. Membership totals approximately 200 professionals from small- and mid-sized companies, and is restricted to Chief Technology Officers and other executives responsible for the definition and implementation of a company's technical strategy. The group will hold its monthly meeting for May 2004 at CeBIT America.
- The New York CTO Club is focused on IT professionals that are potential CTOs, who need to learn management skills and techniques. Membership and attendance at meetings are by invitation only, and the club is limited to about 30 members. The group will hold its monthly breakfast meeting for May 2004 at CeBIT America.

“The addition of these four groups to our program demonstrates CeBIT America's commitment, relevance and focus in the enterprise IT marketplace,” commented Mark Dineen, Managing Director, CeBIT America. “Our goal is to organize a gathering of the best minds in the enterprise technology sector and these thought leaders will drive the future direction of enterprise technology, as well as the anticipated recovery of technology spending.” CeBIT America's exhibition floor comprises the best of the world's suppliers of software, hardware, Internet solutions, networking and communications, and business applications and services for the enterprise. Conference programming is planned around senior management concerns, and attendee criteria are tightly controlled, ensuring a highly qualified buying audience.

“We're eager to demonstrate the significant contributions women have made in business and technology. It is encouraging that companies are finally recognizing that women control a majority of spending budgets and are the primary buyers and decision-makers,” said David Leighton, President of WITI. “CeBIT America is an extraordinary event that brings technology players together from around the world and is a key partner as WITI continues its global expansion.”

“Our membership has been extremely enthusiastic about holding our New York regional meeting at CeBIT America,” said Chuck Shaleen of NOREX. “We believe that CeBIT will be attractive to members from across the country and will transform our regional meeting into a country-wide forum. The show and program will be an excellent adjunct to our meeting, which provides a cost effective way for IT professionals to exchange information and find real world solutions, strategies and best practices.”

About CeBIT America

Organized by Hannover Fairs USA, Inc., CeBIT America is the premier Information & Communications Technology (ICT) event for the enterprise business marketplace. Emphasizing the entire spectrum of enterprise technology – systems, applications, networking and communications – this is the only US forum to explore the full range of next generation global technologies and solutions.

CeBIT is the world's largest and most influential information and communications technology trade fair. The flagship event, CeBIT Hannover, runs for seven days each spring and takes place at the Hannover Fairgrounds in Hannover, Germany. CeBIT Hannover 2003 used 3.7 million square feet of net display space and hosted 6,602 exhibiting companies, 556,200 visitors and 10,711 journalists. CeBIT America joins the annual roster of international CeBIT events that includes -- in addition to the original CeBIT in Hannover -- CeBIT Asia (Shanghai, China), CeBIT Australia (Sydney), and CeBIT Bilisim Eurasia (Istanbul, Turkey). Visit www.cebit-america.com for more information.

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