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WITI LAUNCHES IN BOSTON WITH NEW DIRECTOR AND EXPANDED MEMBERSHIP

--International Networking Organization Brings Support, Business Connections and Empowerment to Women in Business and Technology --

BOSTON, MA -- September 2, 2003 -- WITI (Women in Technology International), a global organization that empowers tech savvy women with the connections, resources and opportunities to attain their professional goals and dreams, announced today it will be launching a new chapter in Boston on October 1st with a new director, a new focus and an expanded network of programs for its members. Jenny Laden, president and co-founder of technology public relations firm Duende Communications, has been appointed director and has made a commitment to establishing Boston as one of the most successful WITI chapters in the country.

“As one of the most important technology hubs in the nation, we feel it is extremely important for WITI to have a presence in Boston in order to provide connections, resources and opportunities to the many women who play a significant role in the area’s technology sector,” said Carolyn Leighton, CEO, Chairwoman and Founder of WITI. “With the contacts Jenny has already established as a business owner in the community, along with her enthusiasm and her marketing expertise, she makes a perfect choice for the director position. Her prior leadership roles within other networking organizations have also prepared her for the challenge, and we’re looking forward to having her as a member of the WITI team.”

Having been a successful organization for 14 years, WITI realizes that things change in the technology community quite rapidly. More women are starting their own businesses, and many more still are moving up the ranks and significantly contributing to the success of the companies they work for now.

WITI is for women who work in technology; for women who are tech savvy; and for women who want to be empowered by technology. As this can encompass a pretty broad range, WITI has added new programs to support women every step of the way. New programs being developed include:

- WITI Professional Network
- WITI Small Business Network

- WITI Corporate Network
- WITI Global Executive Network (GEN)
- WITI Consultants Network
- WITI Student Network

“My introduction to WITI came through an extensive search for an organization that could better provide me with business support, mentors and expand my network,” said Jenny Laden, Director of WITI’s Boston Chapter. “Upon learning that the organization was looking for a new director in Boston, I jumped at the chance to have a leadership role with an internationally known women’s organization that has such an impressive track record. The leadership team and I have already begun building a solid calendar of events and are looking forward to an exciting year.”

About WITI

Carolyn Leighton founded WITI in 1989 to help women advance by providing access to -- and support from -- other professional women working in all sectors of technology. Today WITI has grown to be the premiere international organization empowering women in business and technology to attain their professional goals and dreams. With a global network of smart, talented women and a market reach exceeding 2 million, WITI has powerful programs and partnerships that provide connections, resources, opportunities and a supportive environment of women committed to helping each other. Along with its professional association of chapters throughout the U.S. and worldwide, including Hong Kong, Great Britain, Australia, and Mexico, WITI delivers value for individuals whether they work for a company, the government or academia, as well as for small business owners and corporations. Products and services include: networking, career building, conferences, resources, small business programs, publications, bulletin boards and more. www.witi.com Build. Empower. Inspire.

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