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FOR IMMEDIATE RELEASE

'ITO America' Brings Executive Insight to Green I.T.

February 26, 2008- Ogilvy and Mather's Senior Partner and Chief Information Officer, Atefeh Riazi, explained the accomplishments and practices of Green I.T. in the February issue of 'ITO America', the leading business technology leadership publication. Through efficiency efforts, power reduction, and challenging employees to incorporate green living into each day, Ogilvy and Mather has managed to consolidate servers across their 400+ offices. Extensive labors such as these have successfully reduced major operating expenses while ultimately generating 'Green I.T.'.

"Corporate social responsibility is all encompassing," said Riazi. With over 14,000 employees working worldwide, Ogilvy and Mather's technological advantage prove to be encompassing as well. Finds Riazi, "I believe to stay agile you must continue to look at where technology can help grow your business and how you can use technology to become more efficient."

A recent green and design accomplishment was achieved through the creation of the nation's first government-certified green gas station, BP, for which Ogilvy campaigned in turn bringing wide acclaim. Apart from Green I.T., Ogilvy and Mather Worldwide are currently investing in the social network programs of Web 2.0 and Web 3.0. Of the progress Atefeh Riaza said, "We are trying to achieve holistic data management, deploying business intelligence and integrating all our key systems globally".

Riaza's career has been full of developments that are innovative and influential. Most recently she was Vice President and CIO of Technology for MTA New York City Transit responsible for implementing the \$1.5B Metrocard in New York City. To read the 'ITO America' interview with Atefeh Riaza please log onto www.itoamerica.com/atefehriazi.

ITO America

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