



Press/Analyst Contact:

Glenn Willis
Publisher-In-Chief, ITO America
glenn.willis@itoamerica.com
+1 808 694 3654

Torey Herr
Marketing / Events Manager
CDM Media USA Inc.
torey.herr@itoamerica.com
+1 808 694 3660

FOR IMMEDIATE RELEASE

ITO America Served as Premier Media Sponsor at IDC Virtualization Forum 2008

April 11, 2008- I.T. executives and professionals alike gathered to participate in the IDC Virtualization Forum 2008 on April 8th of which 'ITO America' served as a premier media sponsor. The virtualization forum was part of a two day enterprise infrastructure management series designed to promote education, networking, and solutions to optimize enterprise. The Hilton San Francisco served as the venue for the series and attendees were privy to groundbreaking analyst meetings.

Featured analysts included Lucinda Borovock, Program Director, Datacenter Networks, IDC, John Humphreys, Program Vice President, Enterprise Platform Group, IDC and Michelle Bailey, Research Vice President, Enterprise Platforms and Datacenter Trends, IDC. Humphreys also appeared in the February edition of 'ITO America' authoring a piece called "Virtualization Across the Enterprise".

'ITO America' was pleased to serve as a premier media sponsor for the series and of the forum. Publisher-in-Chief, 'ITO America', Glenn Willis, attended the conference and found, "The analysts brought together a very good number of different and unique views from senior I.T. decision makers across the corporate enterprise. 'ITO America' was proud to be a sponsor of the IDC Virtualization Forum as we strive to create more guidance and awareness on the ever growing concern of Energy Efficiency and Green I.T. in the Data Center". The IDC Virtualization Forum 2008 agenda included analyst lectures, one-on-one meetings and strategic discussions on virtualization technology.

About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage.

ITO America

'ITO America' is part of the BIR division owned and operated by CDM Media. Released on a four times-yearly basis; ITO strategically works with CIO's, analysts and thought leaders to create unique and diverse ways of bringing the latest IT trends and strategies to the business people that matter. Working within four editorial pillars of technology innovation, technology leadership, corporate strategy & executive peer to peer views, ITO is able to cultivate a disciplined editorial calendar that creates forward thinking and innovation.



©2008 CDM Media USA. All Rights Reserved. CDM Media, ITO America, the CDM Media logo and the ITO America logo are either registered trademarks or trademarks of CDM Media USA Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.