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FOR IMMEDIATE RELEASE

ITO America Reveals New Interactive Programs and Announces Q1 Contributors

January 26, 2009- ITO America is pleased to announce the new contributors and custom programs that will be introduced to their audience of business technology leaders. With freshly launched online campaigns and an expected mid-March release of the publication, ITO America also reveals new online interactive tools and a growing list of industry leading contributors that include RSA, NetApp, Axios Systems, VMware, MetLife, Motorola Good Technology and Accenture among others.

“After the amazing success of last quarter’s magazine and caliber of online contributors, the ITO America team knew we had to deliver unparalleled content and executive insights. We’re proud to announce the new contributors we will be working with and are eager to expand our online programs to include even more interactive tools that will enhance the experience of our audience as they receive the most up-to-date IT news,” said Nick Backhouse, SVP, ITO America.

Some recent tools implemented on ITOAmerica.com include an RSS feed that permits subscribers to be updated with the content that interests them most. Additionally, with the growing demand for ITO America custom designed webinars, ITOAmerica.com has expanded the websites’ resource centers to include a section tailored for the webinar programs. As a testament to the customer and client satisfaction the website has further expanded the testimonials sections to include video testimonials. Most recently Sundar Raghavan, Product Marketing, Google and client of ITO America spoke of his service experience, saying, “In terms of beating expectations for leads, you take the cake.”

To find the news that is driving innovation in technology or to learn more about the latest ITO America resources, please visit www.itoamerica.com.

ITO America

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