



For Immediate Release

Contact:

Nancy Costopulos
American Marketing Association
(312) 542-9080
ncostopulos@ama.org

Lauren Dettloff
Fleishman-Hillard Inc.
(312) 751-3540
lauren.dettloff@fleishman.com

IBM CEO Samuel J. Palmisano to Deliver Keynote at Mplanet™

American Marketing Association and Madhuri and Jagdish N. Sheth Foundation to Honor Palmisano with Prestigious Award

Chicago, Aug. 28, 2006 – The American Marketing Association (AMA) today announced that Samuel J. Palmisano, Chairman and Chief Executive Officer of IBM, will be a featured keynote speaker at AMA's premier industry event, Mplanet™, to be held November 29 – December 1, 2006, at the Walt Disney World Dolphin Resort in Orlando, Florida.

Mplanet™, created by the AMA in partnership with McKinsey & Company, The Wharton School and SpencerStuart, is the only event to bring together marketing executives, industry luminaries, respected researchers and top academics to engage in a dialogue about the changing dynamics of marketing.

Palmisano will also be presented with the inaugural Sheth Medal for Exceptional Leadership. The medal is given annually to a current or former CEO who has made long-term, transformational contributions to the marketing field. This year's medal will be presented as a means of honoring Palmisano's vision, innovation and leadership. A \$5,000 contribution will also be given to a non-profit educational organization of Palmisano's choice.

"I am honored to represent IBM in receiving the inaugural Sheth Medal, because its goals align strongly with IBM's own," said Palmisano. "In an increasingly innovation-driven global economy, the most important work of a company is to remain focused on creating value for its clients. Everything else – how we reach, communicate with and motivate the marketplace – should evolve as technology and preferences change. This is especially true in our day, with so many emerging and exciting capabilities available to everyone with the imagination and the courage to change."

The medal is awarded by the AMA through the Madhuri and Jagdish N. Sheth Foundation, which supports academic scholarship, publications, education and research in the marketing field. Its founder, Dr. Jagdish Sheth, is a renowned marketing scholar and authority whose insights on global competition, strategic thinking and customer relationship management are considered revolutionary. Dr. Sheth is currently the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University.

"In today's highly competitive environment, the best investment a company can make is to deliver customer value consistently and repeatedly," said Dr. Jagdish Sheth. "It is our honor to award Samuel Palmisano for exceptional leadership and his contribution of using innovation to create value for customers and for IBM's enduring and transformational impact in the practice and discipline of sales and marketing."

Palmisano will join more than 50 senior marketing leaders from companies such as GE, Kraft, Procter & Gamble, Nokia, Yahoo!, Hershey, Best Buy, Sony, Emerson, comScore Networks, GfK NOP and others, in sharing innovative ideas and practices with the world's most creative thinkers, decision-makers, influencers and academics.

Mplanet's "podium-free" and interactive environment will submerge attendees in content that is tailored to their interests and focuses on pressing marketing issues and trends. Mplanet offers marketing leaders new concepts, strategies and solutions that will drive actionable results within their organizations.

"Mr. Palmisano is revered for his innovative ideas and his international reputation for delivering value to his customers. His insights are a welcome addition to Mplanet," said Dennis Dunlap, CEO of the American Marketing Association. "Mplanet will come to life through an innovative and interactive program that explores ground-breaking approaches, creates a sense of community and celebrates the entire marketing industry."

Those who wish to register for Mplanet can visit www.mplanet2006.com or by calling 800-AMA-1150.

About the American Marketing Association

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

AMA offers highly acclaimed seminars, workshops and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. AMA's website, MarketingPower.com, has more than 150,000 registered users and is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. The AMA also is the source for the field's top magazines and journals, including *Marketing News*. AMA local chapters keep members in touch with the best people and the best practices. For more information on the AMA, please visit www.MarketPower.com.

About the Sheth Foundation

Sheth Foundation was established in 1991 at the University of Illinois with a generous gift from Mrs. Madhuri and Professor Jagdish Sheth. Professor Jagdish Sheth is a world renowned professor of marketing and business strategy. Sheth Foundation's mission is to support excellence in marketing practice and discipline by supporting new initiatives such as distribution of journals to emerging economies, doctoral consortia, and

recognition for best papers in top academic journals and conferences organized by several professional societies including the American Marketing Association. The Sheth Medal for Exceptional Leadership is the latest initiative to recognize and support business practices and ideals that create value for customers.