

CIO FORUM ON LINKEDIN RECEIVES SAMMY AWARD

CIO receives highest recognition in 'Best Social Community BtoB' category

September 15, 2010 – Framingham, Mass.– IDG's [CIO](#), the executive-level IT media brand providing insight into business technology leadership, was recognized by digiday's Social Advertising, Media and Marketing ([SAMMY](#)) Awards for its CIO Forum on LinkedIn during an awards ceremony on Tuesday evening. The CIO Forum, facilitated by [CIO.com/CIO](#) magazine, is where members of the CIO community connect and collaborate to move their business technology initiatives and careers forward.

Launched in January 2008, the Forum has quickly grown to one of the largest IT-focused communities on LinkedIn with more than 37,000 IT executive-level members. Members are hand-vetted to be practicing IT professionals, with recruiters, consultants, and sales and marketing titles excluded from membership. As a vendor-free community, members feel free to speak openly about successes and challenges regarding their roles and careers.

"CIO and IDG Enterprise are focused on providing community environments to allow peer exchange and conversation opportunities for Sr. IT executives," said Michael Friedenber, President and CEO of IDG Enterprise. "When we started the CIO Forum on LinkedIn in 2008, it was a new platform and an unknown entity for many. Today it is a perfect example of how our audience of IT executives relies on new tools to connect with their peers and participate in meaningful conversation and collaboration."

The SAMMY awards recognize the best people, companies and campaigns utilizing social advertising, media and marketing. The CIO Forum on LinkedIn was in good company with 'Best Social Community BtoB' category finalists including American Express, and Redken.

"We are very honored that digiday recognized the CIO Forum on LinkedIn as the 'Best Social Community BtoB,'" said Adam Dennison, Vice President of Sales, CIO. "This group showcases the trust that CIOs have for our brand, where they are willing to share their best practices and challenges to help advance their careers and those of their peers. We look forward to continuing to grow this group in membership and engagement for the members, and for our IT solution provider customers who are looking for innovative and impactful ways to become a relevant part of the conversation."

- IT executives interested in becoming members may apply at: <http://www.cio.com/linkedin>
- IT solution providers interested in ways to engage this community can contact Adam Dennison at adennison@cio.com.

About CIO

CIO produces award-winning content and community resources for information technology executives and leaders thriving and prospering in this fast-paced era of business, as well as create opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes [CIO.com](#), *CIO* magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including the American Society of Business Publication Editor's Top B-to-B Magazine since 2000 and two Grand Neals from the Jesse H. Neal National Business Journalism Awards. *CIO* websites and printed publications

appear in more than 25 countries, including Australia, Canada, Finland, India and Sweden. CIO Executive Programs—a series of face-to-face conferences including the CIO 100 Awards & Symposium™—provide educational and networking opportunities for pre-qualified corporate and government leaders. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

###

Contact:

Lynn Holmlund
Senior Marketing & PR Specialist
IDG Enterprise
lholmlund@idgenterprise.com
Office: 508.935.4526
Mobile: 508.254.8336