



FOR IMMEDIATE RELEASE

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INCITS Adds New Associate Director of Marketing

Washington, DC – August 31, 2005 – The International Committee for Information Technology Standards (INCITS) announced today that Gabrielle Gellinas has been named Associate Director of Marketing. Ms. Gellinas joins INCITS from a Washington-area consulting firm, where she served as a Project Manager in the Health Communication division providing public awareness, brand development, outreach to special populations, and material development for Federal government clients and nonprofit organizations.

Prior to joining INCITS, Ms. Gellinas managed the development of numerous marketing and health communication campaigns. She oversaw the strategic communication planning, program implementation, and evaluation for clients such as the National Institute on Drug Abuse, the National Eye Institute, and National Coalition for Cancer Survivorship. Additionally, she has led the development of award-winning marketing campaigns which included both print and web marketing efforts.

For INCITS, Ms. Gellinas will be leading marketing and communications efforts, as well as concentrating on developing brand identity, building brand awareness, and increasing participation in INCITS standards and services.

“I am very pleased that we’re adding Gabrielle to the INCITS/ITI team,” said Rhett Dawson, President of ITI. “Finding a true marketing professional to focus and lead INCITS branding and membership efforts is a wonderful step forward, and Gabrielle’s experience, knowledge, and enthusiasm will be a great asset to our standards development work.”

About INCITS

The mission of the InterNational Committee for Information Technology Standards (INCITS) is to promote the effective use of Information and Communication Technology through standardization in a way that balances the interests of all stakeholders and increases the global competitiveness of the member organizations. INCITS serves as the

U.S. Technical Advisory Group for ISO/IEC Joint Technical Committee 1, which is responsible for international standardization in the field of information technology.

INCITS and the Information Technology Industry Council (ITI) are jointly accredited by, and operate under rules approved by, the American National Standards Institute (ANSI). These rules are designed to ensure that voluntary standards are developed by the consensus of directly and materially affected interests. For further information, please contact INCITS, 1250 Eye St. NW, Suite 200, Washington, DC 20005 (www.incits.org).

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