



Boston ★ 2004
Nothing conventional about it.

FOR IMMEDIATE RELEASE:

November 3, 2003

CONTACT:

Karen Grant
(617) 247-2004

IBM DONATES \$2 MILLION IN EQUIPMENT TO BOSTON 2004, INC.

Host committee unveils new web site, created by a joint venture, and vendor directory



CAMBRIDGE—Boston 2004, Inc., the host committee for the 2004 Democratic National Convention, today announced the awarding of a \$2 million grant from IBM. The grant, which consisted of computer hardware, including desktops, laptops, printers, and servers to be used by the host committee and the Democratic National Convention Committee (DNCC), also included a creative team that led the redesign of Boston 2004, Inc.'s new web site that was also unveiled today.

The grant was made on the contingency that the equipment be donated by Boston 2004, Inc. to public schools and non-profit organizations throughout the Metro Boston area at the conclusion of the convention.

“I am thrilled that IBM had the long-term vision to develop a creative way to ensure that their contribution, and the convention itself, will leave a positive, lasting impact on the city of Boston. This grant guarantees that the convention will touch some of our city’s most important people—our students,” said Mayor Thomas M. Menino.

“IBM is pleased to partner with Mayor Menino and Boston 2004, Inc. by providing technology, software, and services that will enable the city and the local business community to work together in producing this important event,” said IBM Vice President of Governmental Programs, Christopher Caine. “I also am here today to jointly announce with Mayor Menino that after the convention is finished, IBM and Mayor Menino will work together to select non-profit organizations and schools for the donation and permanent use of this equipment.”

The host committee also unveiled its new web site that was developed through a unique joint venture between IBM, Dakasa Corporation, WebCTel, Inc., Bostonworks and Boston.com.

IBM, through its IBM Center for eBusiness Innovation, led the design team and provided the creative oversight at all stages of the project while Dakasa Corporation, a

-more-

-page two-

Boston-based design and technology consultancy firm, acted as the overall project manager and provided the content management software.

WebCTel, Inc., a minority-owned web services provider located in Cambridge, provided the software to create the host committee's vendor directory, vendor tracking system and volunteer database.

Potential vendors will now be able to register online to become part of the Vendor Directory, and interested parties will be able to search for small, local, minority-, women- and disabled-owned businesses capable of providing the services for their convention-related needs. The Vendor Directory will be updated on a regular basis to reflect the addition of new companies.

"This has been incredible for us to have a role in a high profile project and receive the opportunity to work closely and develop relationships with some of the most creative and talented companies in the area," said Johnny Cator, President & CEO of WebCTel, Inc.

Bostonworks, the leading recruitment advertising resource in Greater Boston, serves as Boston 2004, Inc.'s official online volunteer recruitment partner and will continue to host the online volunteer application. Boston.com, one of the most visited regional portals and a premier source of information for New England, will supply a link to content, including tourism information and arts and entertainment listings.

"This project showcases an unprecedented grouping of talent and resources that have come together to form a unique joint venture that will have lasting benefits for those involved as well as the Boston business community," said Mayor Thomas Menino.

Boston 2004, Incorporated, is the single purpose, not-for-profit, non-partisan organizing entity for the convention.