



GovMark COUNCIL

Building Government IT Marketing Community

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Contact:

Samantha Archey
GovMark Council
703-883-9000 ext. 115
sarchey@govmarkcouncil.org

Utah State Drives Home with Gold at Second Annual GovMarks Awards

CDW-G/EMC Corporation, GovWorks, and Merlin International Win GovMarks

Alexandria, Virginia, July 16, 2007 - GovMark Council, a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market, today announced the winners of the Second Annual GovMarks Awards. In its second year, the awards honor the industry's best marketers.

The GovMark Council presented five awards, three for programs focused on reaching Department of Defense, Federal civilian agency, as well as state and local government IT decision makers. In addition, GovMark Council recognized the "Best Overall Marketing Program" as well as the "Best Design" winner for creative excellence. A panel of nine independent judges from within the government IT&T market ranked the nominations.

Award winners are as follows:

Best Overall Marketing Program

- Utah State Division of Motor Vehicles – "On the Spot Renewal"

Department of Defense Marketing Program

- Winner: CDW Government, Inc. and EMC Corporation – "Race for the Keys"
- Honorable Mention: TANDBERG Federal – "From Al Asad to Arlington"

Federal Civilian Marketing Program

- Winner: Merlin International – "SOA What? Disruptive Program"
- Honorable Mention: Oracle – "Healthcare Provider Community Perceptions on the Road to Electronic Health Records"

State & Local Marketing Program

- Winner: Utah State Division of Motor Vehicles – “On the Spot Renewal”
- Honorable Mention: General Dynamics Information Technology – “Mobile Tactical Trainer Launch”

Best Design

- U.S. Department of the Interior, GovWorks Federal Acquisition Center – “Solutions Campaign”

“The GovMark Council applauds the 2007 GovMarks Award winners and all of the organizations that submitted marketing and design programs,” said Stephen W.T. O’Keeffe, GovMark Council executive director. “With a 50 percent increase in nominations received year over year, we are pleased to see that the GovMarks have emerged as the marketing excellence recognition program in the government IT community.”

About the GovMark Council

The GovMark CouncilSM is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT&T marketing professionals. Visit the GovMark Council on www.govmarkcouncil.org.