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**FOR IMMEDIATE RELEASE**

**YaYa MEDIA'S KEITH FERRAZZI TO KEYNOTE  
2003 SOFTWARE INDUSTRY AWARDS**

*YaYa Systems CEO and President to speak at February 5<sup>th</sup> awards  
event sponsored by the Software Council of Southern California.*

**TORRANCE, CALIF.** – January 28, 2003 – The Software Council of Southern California (SCSC) today announced that Keith Ferrazzi, CEO and president of YaYa Media, will deliver its ninth annual Software Industry Awards keynote presentation. The awards will be presented at the gala dinner ceremony on Feb. 5, 2003 at the newly renovated Millennium Biltmore Hotel in Los Angeles.

Keith Ferrazzi, a frequent commentator on CNN and CNBC and author of a number of pieces for business publications such as the Wall Street Journal and the Harvard Business Review, is an engaging and insightful speaker. Ferrazzi, having once been named the youngest chief marketing officer for a Fortune 500 company, is currently leading YaYa's transformation from a technology-driven startup into a customer-driven vendor of marketing solutions.

Prior to YaYa, Ferrazzi served as chief marketing officer for Starwood Hotels & Resorts Worldwide, where he is credited with bringing clarity to the Starwood brand architecture through his positioning and marketing of Starwood's brands, including Sheraton, Westin and The Luxury Collection, while birthing the new St. Regis and W Hotel brands. Ferrazzi also served as chief marketing officer of Deloitte Consulting, where he developed and managed the industry's first globally integrated marketing organization. As a result of creative marketing initiatives during Ferrazzi's tenure, Deloitte Consulting's brand recognition moved from the lowest in the industry to second position thus achieving the highest growth rate in the industry that period.

Ferrazzi was named a "Global Leader of Tomorrow" by The World Economic Forum in 1999 and he chairs an effort exploring the linkages between leadership success and spirituality. He was a Crain's Business pick as one of the 40 top business leaders under 40 in 1997. Ferrazzi earned a BA from Yale University and an MBA from Harvard Business School.

For more information about the keynote speaker, finalists, and registration process please visit the SCSC Web site, [www.scsc.org](http://www.scsc.org), or call (310) 328-0043.

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**About The Software Council of Southern California (SCSC)**

The Software Council of Southern California facilitates the success of our region's information technology companies by providing a wide-ranging, center-of-excellence forum for forming invaluable professional connections and exchanging no-nonsense, practical information. Our community consists of executives and managers from the region's diverse information technology industry: information technology vendors, distributors and resellers; Internet-based businesses; software services; custom software developers; consultants; universities; investors; and vendors and service providers that support the information technology industry.

**About YaYa**

YaYa is an innovator in the creation of entertainment experiences that deliver measurable marketing results for Fortune 500 companies. Its Experiential Marketing<sup>SM</sup> solutions are built in partnership with leading brands and Web sites to facilitate increases in customer acquisition, brand equity, consumer loyalty, and actionable marketing information. YaYa's proprietary Zoomlet<sup>TM</sup> technology enables game-based interactive advertisements to become effective peer-to-peer viral marketing solutions.

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