



THE INTERNATIONAL
BUSINESS AWARDS

2004 AWARDS
DINNER & PRESENTATION
MONDAY, MARCH 22, 2004
SHERATON NEW YORK HOTEL & TOWERS

Benefitting the Global Business Coalition on HIV/AIDS



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THE INTERNATIONAL BUSINESS AWARDS
2004 Winner
Best Multinational Company



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Kenworth: "Highest in Customer Satisfaction among Pickup and Delivery Segment Class II Trucks"; Peterbilt: "Highest in Customer Satisfaction among Over the Road Segment Class II Trucks"; "Highest in Customer Satisfaction among the Vocational Segment Class II Trucks", and "Highest in Customer Satisfaction with Heavy Duty Truck Dealer Service".

J.D. Power and Associates 2003 Heavy Duty Truck Customer Satisfaction Study™. Study based on 2,673 responses from principal maintainers of two-year old heavy duty trucks. www.jdpower.com. Kenworth Truck Company and Peterbilt Motors Company are divisions of PACCAR Inc.



WELCOME!

Welcome to the first annual International Business AwardsSM—the “International StevieTM Awards.”

The Stevie Awards were created to honor and generate public recognition of the efforts, accomplishments, and positive contributions of companies and business people worldwide. Beginning with the introduction of The American Business AwardsSM in 2002, and The International Business Awards in 2003, our mission is to raise the profile of exemplary companies and individuals among the press, the business community, and the general public. You can learn more about our organization and our programs at www.stevieawards.com.

The 2004 International Business Awards attracted close to 500 nominations from companies in more than 30 countries, in virtually every industry. Tonight we honor International Stevie Award winners from 19 different countries. Those are impressive figures for a first-time program, and I thank everyone who helped to make it a success, including our sponsors; the members of the Board of Distinguished Judges & Advisors of The International Stevies; and the business professionals worldwide who participated as preliminary judges.

A portion of each ticket sold for tonight’s dinner will be contributed to the Global Business Coalition on HIV/AIDS. We urge you to learn about how your organization can join in the global fight against HIV/AIDS at www.businessfightsaids.org.

Enjoy the evening!

Michael Gallagher
President
The Stevie Awards



YOUR MASTER OF CEREMONIES THIS EVENING

Gerhard Gschwandtner

Gerhard Gschwandtner is the founder and publisher of Selling Power magazine, the leading sales management magazine with a circulation of 165,000 subscribers in 67 countries worldwide. Gerhard is the author of 10 books on selling and motivation and two books on photography. Selling Power is a sponsor of The 2004 International Business Awards, and Gerhard is a member of The Board of Distinguished Judges & Advisors of The Stevie Awards.

PRODUCTION CREDITS

Producer / Director	Peter J. Levy
Announcer	leslie Shreve
Presentation Assistant	Natalie Howe
Audio	George Cauttero
Video Recording	Vincent Verdi
Script	Kathryn Kavicky

Thank you to Kelly Coates, Courtney McVeigh, and Zachary Pollinger, students in Bob Merrilees’s management class at Northern Highlands Regional High School in Allendale, New Jersey, for their assistance this evening.

The Global Business Coalition on HIV/AIDS congratulates all Stevie Award Winners.
Your companies are doing great work, but there is more to do.

25 million dead. 40 million infected. 25 million AIDS orphans by 2010.

95 % of all people infected, don't know they have the disease.

MAKE AIDS YOUR BUSINESS



Image Number 2112015 - Photo by David S. Green/Corbis Images

Educate your workers.

Provide access to testing and treatment.

Support local community initiatives.

Help break the silence.

Speak out.

Destigmatize the disease.

Use your products and innovation.

Your company can make a difference

Join the Global Business Coalition on HIV/AIDS. Our member companies stand for the corporate commitment to fight AIDS.

Albiom Laboratories/Acamen Sciences/AEA Investors/AFA Botswana/AfricaCommetec Com/Alphamax/Austria/American Express Company/American International Group/AngloAmerican plc/AngloGold/Anglovaal Mining/Asiav/Bajaj Auto/Barclays Bank/BASF Corporation/Bayer/BD (Bezon Dickinson)/Berlethmann/BHP Billiton/Black Entertainment Group/The Body Shop/Boehringer Ingelheim/Booz Allen Hamilton/Bristol-Myers Squibb/British American Tobacco/BP/Calypte Biomedical Corporation/Calvin Klein/Care Capital/The Carlyle Group/Chemicon International/Chevron/Tenaxo/Compugen/Cingroup/City First/The Coca-Cola Company/Coca-Cola HBC/Condomi/The Cookery Group/DaimlerChrysler/DBM Associates/De Beers/Debswana/Diageo/Tichonog/Edelman Public Relations/Eni/Enkom/Esso/Lauder & Companies/Exxon Mobil Corporation/Fannie Mae/Federal Express/Fonak Health Company/Fox Rural Bank/Gamy Images/GlaxoSmithKline/Global Satellite Telematics/Global Technology Investments/Gold Fields/Haco Industries/Harman International Industries/Heineken/Jewett-Packard Company/HSBC/Human Genome Sciences/Indonesia Villans/Infinito Technologies/Johnson & Johnson/Kerner International/KPMG/Lafarge/Levi Strauss & Co./L'Oréal/M.A.C. Cosmetics/Mar Industries/McKinsey & Co./Merck & Co./Merrill Lynch & Co./Metropolitan (SA)/Microsoft/Medicon/MTV Networks International/National Basketball Association/Nike/Ogilvy Public Relations/Old Mutual (SA)/Orange Technologies/PepsiCo./Persons LLC/Pliner/Placer Dome/Plencall/Pulsamid/Ranbaxy/Renault/RossumLinC.Com/ Rio Tinto/B.K.C. (Ukraine)/Robert Bosch/Royal Dutch - Shell Group of Companies/HPG Enterprises/RRR Industries/RWE/SBC Communications/Sennel/Shoe Health Group/Siemens/Simpson, Thatcher & Bardens/Spencer Task & Co./SRF Ltd (India)/SSL International plc/Standard Chartered Bank/StarOil/Tata Iron & Steel/Tekpar Brazil/Teferon SA/Time Warner/The Nod Group/ThyssenKrupp/Total/Unilever/Viola Environment/Viacom International/Virghama/Voith/Volkswagen/Viviva/Yankees Entertainment & Sports Network

The Global Business Coalition on HIV/AIDS (GBC) is a rapidly-expanding alliance of over 130 international businesses in 138 countries dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. The GBC is led by Chairman Jürgen E. Schrempf, Chairman of the Board of Management of Daimler Chrysler, Vice-Chairman Bertrand Collomb, Chairman of Lafarge, President Richard Holbrooke and Executive Director Trevor Neilson.

Our Annual Awards Dinner, with major addresses by German Chancellor Gerhard Schröder, World Bank President James Wolfensohn, U.S. Ambassador Randall Tobias and founder of D.A.T.A and lead singer of U2 Bono is sponsored by Booz Allen Hamilton, The Coca-Cola Company, DaimlerChrysler and Merck & Co. and will be held in Berlin on April 21. For information on how to attend the dinner or join, please call +1-212-846 5893.



1515 Broadway, 45th Floor, New York, NY 10036 + Tel: 212-846 5893 + www.businessfightsaids.org



STATE OF NEW YORK

GEORGE E. PATAKI
GOVERNOR

March 22, 2004

Dear Friends:

It is a pleasure to send greetings and warm regards to all gathered for the First Annual International Business Awards.

New York City, home to major financial institutions, corporations and world markets, is recognized as a global center of economic activity that affects countries and people worldwide. Virtually all businesses benefit from a presence here, which affords them mutual access to services that meet the needs of our nation and others and to organizations that define the dynamics of international trade.

The Empire State is proud to host events that bring together professionals who represent the very best in their field, such as this evening's distinguished honorees as well as your Board members who have chosen them to receive this inaugural award. Tonight also allows you the opportunity to reflect upon your own roles in which your leadership and experience can help determine the future course to be taken by your respective industries. Sharing vision and insight into strategies for continued economic growth and progress around the world remains a valued responsibility of each member of the business community.

Exceptional leaders in international commerce clearly inspire future generations of business professionals. I would like to join in congratulating this year's honorees recognized for a lifetime of hard work and noteworthy contributions to the success of their chosen field. Such distinction of service has earned each of them enduring respect and gratitude from this community of peers.

Lastly, I applaud your generosity of time and effort in meaningful areas of charitable service, including The Global Business Coalition on AIDS/HIV, which benefits from the proceeds of this event.

Best wishes for an enjoyable evening and continued success.

Very truly yours,

EXECUTIVE CHAMBER STATE CAPITOL ALBANY 12224
<http://www.state.ny.us>



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, N.Y. 10007

March 22, 2004

Dear Friends:

It is a great pleasure to welcome everyone to the First Annual International Business Awards.

The City of New York is delighted to be a part of this exciting event that honors individuals, products and companies that have played an important role in the international business community. I congratulate the Stevie Award recipients and commend their significant contributions on behalf of their industries and the business world. They are most deserving of this recognition, and I extend my best wishes for continued success in their endeavors.

In addition, I commend the Board of Distinguished Judges and Advisors and sponsors for recognizing the achievements of tonight's award recipients and for hosting this celebration in support of the Global Business Coalition on HIV/AIDS. The business sector's involvement in combating this global epidemic is commendable, and I thank all those gathered tonight for benefiting this important organization. It is always gratifying to recognize those who are dedicated to giving back to the community and improving the quality of life for those in need.

Sincerely,

Michael R. Bloomberg
Mayor



MONSANTO PROUDLY ACCEPTS



THE STEVIE AWARD
FOR BEST MULTINATIONAL COMPANY



ON BEHALF OF OUR 13,000 GLOBAL EMPLOYEES

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RESPECT

SHARING

of knowledge and technologies

AND PROVIDING BENEFITS
to growers and the environment.

WE ALSO THANK OUR MANY STAKEHOLDERS FOR
GIVING US FEEDBACK ON OUR PATH FORWARD.
THROUGH INNOVATIVE TECHNOLOGY AND PRODUCTS,
MONSANTO IS DEDICATED TO PROVIDING HEALTHY
FOOD AND A HEALTHY ENVIRONMENT.

MONSANTO
imagine™



CONGRATULATIONS TO ALL HONOREES.



THE BOARD OF DISTINGUISHED JUDGES & ADVISORS OF THE INTERNATIONAL BUSINESS AWARDS

The participation and counsel of our judges and advisors—all of whom are leaders in the international business community—have helped establish The International Business Awards—the “International Stevies”—as the world’s preeminent business awards show. They and their staffs performed the Final Judging.

Vladimir K. Aksionov, *Corporate Relations Director*,
British American Tobacco, Russia

Francois Baird, *Founder and Chairman*, Baird’s Renaissance (Pty) Ltd,
South Africa

Vivek Bharati, *Advisor*, Federation of Indian Chambers of
Commerce & Industry, India

Alexander I. Borisov, *General Manager*, Moscow International
Business Association, Russia

Guillermo Cisneros Garrido, *Professor and Director*, ESADE, Spain

Robert Clifford, *Managing Director*, Mortgage Force Ltd,
United Kingdom

Boris L. Eremin, *President*, Russian Chapter of the International
Advertising Association

Kim Faura Batlle, *Executive VP MK & Content Unit*,
Telefonica, S.A., Spain

Charles Fombrun, *Director*, The Reputation Institute

Julie Freeman, *President*, International Association of
Business Communicators

Jonas Garbovetsky, *Founder & CEO*, Clickmedios, Argentina

Robert Granader, *CEO*, MarketResearch.com

Vili Grdadolnik, *Area Director*, GCI Adriatic, Slovenia

Gerhard Gschwandtner, *Publisher*, Selling Power Magazine

Gary Hamel, *Visiting Professor*, London Business School; co-author of
“Competing for the Future” and author of “Leading the Revolution”

Phillip Hawkins, *Managing Director*, Citigate Albert Frank,
United Kingdom

Graham Hayward, *former Executive Director*, Singapore International
Chamber of Commerce

Juan Jose Hernandez, *Director of Customer Relationship
Management*, Intermundo, Mexico

David Hoffmann, *Chairman & CEO*, DHR International

Dezsö Horvath, *Dean*, Schulich School of Business,
York University, Canada

Lee Jones, *VP/Publisher*, Inc. Magazine

Paul Jones, *Senior VP*, Rogers Publishing Ltd., and *Publisher*,
Maclean’s Magazine, Canada

Rich Karlgaard, *Publisher*, Forbes Magazine

Richard Kean, *Executive Director*, Business Marketing Association

Dr. Richard Klimoski, *Dean*, School of Management,
George Mason University, U.S.A.

Barry C. Melancon, *President & CEO*, AICPA, U.S.A.

Michael L. Metter, *President/CEO*, BusinessTalk Radio Network

Paddy Miller, *Professor*, IESE Business School, Spain

John Lim Kok Min, *Chairman*, Senoko Power, Singapore

Tim Modise, *Chairman*, Proudly South African Group, South Africa

Bruce Nelson, *Chairman & CEO*, Office Depot

Dr. Ajit Pathak, *National President*, Public Relations Society of India

Don Peppers, *Partner*, Peppers & Rogers Group

Brian Pottinger, *CEO for African Expansion*, Johnnic Communications,
South Africa

C.K. Ranganathan, *Chairman & Managing Director*,
Cavinkare Pvt. Ltd., India

Vitaly Rasnitsin, *President*, Business League Communication Group,
Russia

Sam Reese, *President & CEO*, Miller Heiman

Ronald A. Rittenmeyer, *Chairman CEO & President*, Safety-Kleen Inc.

Anthony Robbins, *Chairman & CEO*, The Anthony Robbins Companies

Dr. Martha Rogers, *Partner*, Peppers & Rogers Group

Joyce Rogge, *Senior VP-Marketing*, Southwest Airlines

Dr. William Schulte, *Associate Professor*, Byrd School of Business,
Shenandoah University

Kersten Schüssler, *Director*, lizard media.com /
lizard Medienproduktion, Germany

Drew Schutte, *Publisher*, Wired Magazine

Steven Shindler, *Chairman & CEO*, NII Holdings, Inc.

James Spanfeller, *President & CEO*, Forbes.com Inc.

Jeffrey Tarr, *President*, Hoover’s Inc.

Jonathan Thompson, *VP-Marketing & Communications*, Software &
Information Industry Association

Han Tjan, *Vice President*, DaimlerChrysler Corporation

Donald Trump, *Chairman, President & CEO*, The Trump Organization

Alexander B. Vassilenko, *Director of Public Relations*, LukOil, Russia



Celebrate Excellence!

We congratulate the winners and finalists of the 2004 International Stevie Award and thank all of the companies that participated.

Selling Power magazine is proud to be a sponsor of this first annual presentation of the award destined to raise the standards in business and industry. Read all about the sales award winners in the next issue of *Selling Power*.

www.sellingpower.com

SellingPower

For a free copy of *Selling Power* call 1-800-752-7355.



PRELIMINARY JUDGES

The following judges participated in preliminary judging between December 1, 2003 and February 11, 2004. They reviewed and scored nominations in categories that were assigned to them based on their function and experience. We thank them for their time, efforts, and insights.

Corey-Jan Albert, *Senior Marketing Writer*, Scientific-Atlanta, Inc., Lawrenceville, Georgia, U.S.A.

David Allan, *Managing Director*, GCI Worldwide Sdn Bhd, Kuala Lumpur, Malaysia

Seong Bong Bae, *Manager*, Korea Commercial Film Makers Union, Seoul, South Korea

Michael Berman, *Partner*, CPath Solutions, New York, New York, U.S.A.

Lea-Ann Berst, *Senior Consultant*, Sleddogg Marketing, Raleigh, North Carolina, U.S.A.

Luigi Carinci, *President*, Pinpoint Experts Corp., Woodbridge, Alberta, Canada

Anouar Chennoufi, *President*, Strategy NetCom International, Bizerte, Tunisia

Laura Clements, *CEO*, Performance PR, Glenorchy, Australia

Carolyn Clendening, *Director*, Office Depot, Delray Beach, Florida, U.S.A.

Stephanie Feher, *Account Executive*, Edelman, Chicago, Illinois, U.S.A.

Celia Fleischaker, *Director of Corporate Communications*, Epicor Software Corp., Louisville, Kentucky, U.S.A.

Peter Graedel, *Head of Corporate Communications*, Rieter Group, Winterthur, Switzerland

Naresh Gupta, *Director*, IBM Global Services, Gurgaon, India

Larry Hamilton, *Senior Account Executive*, Pitney Bowes, Sugarland, Texas, U.S.A.

Louise Harris, *Managing Director*, Ruder Finn Asia, Singapore

Kelli Hauser, *Account Supervisor*, Fleishman Hillard, Montreal, Quebec, Canada

Steve Johns, *President*, Sell 'em Up Training Systems, Moore, Oklahoma, U.S.A.

Gurumurthy Kalyanasundaram, *Circle Logistics Chief*, Reliance Infocomm Ltd., Bhopal, India

Alexey Karaguezian, *PR Department Chief*, Moscow International Business Association, Moscow, Russia

Nagib Khalouf, *President*, Beau Monde International, Chatsworth, California, U.S.A.

Sunil Kulwal, *Executive President*, Grasim Industries Ltd., Nagda, Madhya Pradesh, India

Kristina Laco, *Deputy General Manager*, Premisa Communications Management, Zagreb, Croatia

Dragana Lukic, *Manager*, Leo Burnett, Belgrade, Serbia

Alif M. Gunawan, *Editor-in-Chief*, CAKRAM Komunikasi, Jakarta, Indonesia

Marcy Mahoney, *Executive Assistant*, Fleishman Hillard, St. Louis, Missouri, U.S.A.

Mark O'Toole, *Vice President*, The Castle Group, Boston, Massachusetts, U.S.A.

Laurie Rich, *Director of Marketing & Communications*, MadWaves UK, Ltd., MadWaves USA, Inc.

Almudena Rodriguez, *Managing Director*, Bassat Ogilvy Consejeros de Comunicación, Madrid, Spain

Amy Santoro, *President*, LucidWorks Strategic Communications Planning, Edmonton, Alberta, Canada

Paula Shannon, *Chief Sales Officer, SVP*, Lionbridge Technologies, Baie d'Urfe, Canada

Chris Stanley, *Senior Communications Specialist*, Memphis Light, Gas & Water, Memphis, Tennessee, U.S.A.

Katarzyna Terej, *Client Service Director*, Partner of Promotion, Warsaw, Poland

Tim Tiffin, *Inventory Manager*, Just Service, Wilton, New York, U.S.A.

Helmut von Fircks, *CEO*, F & H Porter Novelli, Munich, Germany

Stephen Watkins, *Founder & CEO*, Entrex, Washington, D.C., U.S.A.

Kwek Ping Yong, *CEO*, Inventis Investment Holdings (China) Ltd, Shanghai, China

Joseph Zitzelberger, *Director of Manufacturing Development*, Kenworth Truck Company, PACCAR Inc., Chillicothe, Ohio, U.S.A.

SEMANA económica

Wishes to congratulate all participant companies, finalists and International Stevie Award Winners. We are proud to have been able to participate in such an important event being the exclusive sponsor of the International Business Awards 2004 in Perú.



Semana Económica is a unique weekly publication which provides an access to business, economic and financial prime news which may influence in any business' direction. It is due to its precision, opportunity and reliability an indispensable communication tool for the decision making of every business executive and Peruvian entrepreneur or investor.

We reach most of the top executives in Perú, including members of the Congress, government officials, all major media personalities and most representatives of trade associations, executives, successful entrepreneurs and businessmen in Perú.

For information on suscriptions or publicity please contact Miss Carla Pennano at 511 242 5656 or send an email: cpennano@apoyo.org.pe

For more information you may access our website at: www.semanaeconomica.com



2004 INTERNATIONAL STEVIE AWARD WINNERS

The full-text of the International Stevie-winning nominations has been published on www.stevieawards.com/iba.

ADVERTISING & CORPORATE MEDIA CATEGORIES

ADVERTISING CATEGORIES

Best Magazine Ad Campaign

Scientific-Atlanta European Ad Campaign, Scientific-Atlanta, Lawrenceville, Georgia, U.S.A. *Industry:* Telecommunications

Best TV or Cinema Ad Campaign

The Future Takes Visa, Saatchi & Saatchi London, London, United Kingdom. *Industry:* Financial Services

UNION FENOSA's Announcement Campaign, UNION FENOSA S.A., Madrid, Spain. *Industry:* Energy

Best Copywriting in a Campaign

Scientific-Atlanta European Ad Campaign, Scientific-Atlanta, Lawrenceville, Georgia, U.S.A. *Industry:* Telecommunications

CORPORATE LITERATURE & INVESTOR RELATIONS CATEGORIES

Best Annual Report

Bertelsmann AG 2002 Annual Report, Bertelsmann AG, Guetersloh, Germany. *Industry:* Media

Lear Corporation 2002 Annual Report, Lear Corporation, Southfield, Michigan, U.S.A. *Industry:* Automotive and Transport Equipment

Best Marketing or Sales Brochure or Kit

Cushman & Wakefield Global Brochure System, Cushman & Wakefield, New York, New York, U.S.A. *Industry:* Real Estate

Basel II Marketing Kit, SAS Institute GmbH, Heidelberg, Germany. *Industry:* Computer Software

CORPORATE WEB SITE CATEGORIES

Corporate Information

Avnet Corporate Web Site, Avnet, Inc., Phoenix, Arizona, U.S.A. *Industry:* Electronics

E-Commerce

Canada Post On-line Business Centre, Canada Post, Ottawa, Ontario, Canada. *Industry:* Other

Home Page

eds.com Homepage, EDS, Plano, Texas, U.S.A. *Industry:* Business Services

SsangYong Motor Company Corporate Website, SsangYong Motor Company, Seoul, Korea. *Industry:* Automotive and Transport Equipment

Investor Relations

Unibanco's Investor Relations Website, UNIBANCO S/A, Sao Paulo, SP, Brazil. *Industry:* Banking

Woolworths Group plc Corporate Web Site/Investor Area, Woolworths Group plc, London, United Kingdom. *Industry:* Retail

Overall Design

Eurotel Company Corporate Web Sites, Eurotel Praha, spol. s r.o., Prague, Czech Republic. *Industry:* Telecommunications

Swedish Match new corporate website, Hallvarsson & Halvarsson AB, Stockholm, Sweden. *Industry:* Advertising, Marketing & Public Relations

'psm.co.uk - matching information with innovation', The PSM Law Group, Dunfermline, Scotland, United Kingdom. *Industry:* Legal

Interface Design

Play Music on StarHub's Web Site, StarHub Pte Ltd, Singapore. *Industry:* Telecommunications

Writing/Content

Spectrum of Local Arts on StarHub's Web Site, StarHub Pte Ltd, Singapore. *Industry:* Telecommunications

INTERACTIVE MULTIMEDIA CATEGORIES

Consumer Entertainment/Information

CD-ROM LigaRecordBP/PremierPlus, Ogilvy & Mather Portugal, Lisbon, Portugal. *Industry:* Media

CORPORATE FILM OR VIDEO CATEGORIES

Internal Communications

Pride - Inspiring Confidence, Nationwide Building Society, Swindon, Wiltshire, United Kingdom. *Industry:* Financial Services

Intro: Company/Association Meeting

Avnet Leadership Meeting Great Leaders Video, Avnet, Inc., Phoenix, Arizona, U.S.A. *Industry:* Electronics

P.R.: Corporate Image

Siemens Innovation TV Series, Siemens Corporation, New York, New York, U.S.A. *Industry:* Electronics

Sales: Computers or Telecommunications

The Watermen, Unisys, Blue Bell, Pennsylvania, U.S.A. *Industry:* Computer Services

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2004 WINNERS — *Continued*

CORPORATE FILM OR VIDEO CATEGORIES — *Continued*

Multi-Image, Film or Video Hybrid: PR/Image — Non-profit

Community Showcase of Local Talents: Spectrum of Short Films, Animation & Digital Arts by StarHub, StarHub Pte Ltd, Singapore.
Industry: Telecommunications

BUSINESS OR INDUSTRIAL THEATRE PRODUCTION CATEGORIES

Convention

International Telindus Symposium, Telindus, Heverlee, Belgium. *Industry: Telecommunications*

HUMAN RESOURCES CATEGORIES

Best Human Resources Executive

Paul Turner, General Manager (People), West Bromwich Building Society, West Bromwich, West Midlands, United Kingdom.
Industry: Financial Services

Best Human Resources Team

J&V Resguardo SAC, Lima, Peru. *Industry: Other*

Best Human Resources Organization

DaimlerChrysler South Africa (Pty) Ltd., Pretoria, Gauteng, South Africa. *Industry: Automotive and Transport Equipment*

CREATIVE CATEGORIES

Best Creative Team

Ulitza Sezam Summer Road Show (2002) Creative Solution Team, Point Passat, Moscow, Russia. *Industry: Advertising, Marketing & Public Relations*

Best Creative Organization

Saatchi & Saatchi, Bangkok, Thailand. *Industry: Advertising, Marketing & Public Relations*

MARKETING CATEGORIES

Best Marketer

Pal A. Hvistendahl, Director Marketing Communications, Opera Software ASA, Oslo, Norway. *Industry: Computer Software*

Best Marketing Organization

UPS, Atlanta, Georgia, U.S.A. *Industry: Transportation*

SALES CATEGORIES

Best Sales Leader/Manager

Matt Galligan, Director of Federal Sales, Secure Computing Corp., San Jose, California, U.S.A. *Industry: Computer Software*

Best Sales Executive

Paula Barbary Shannon, Chief Sales Officer, Lionbridge Technologies, Montreal, Quebec, Canada. *Industry: Other*

Best Sales Team

Secure Computing Corporation's Federal Sales Team, Secure Computing Corp., San Jose, California, U.S.A.
Industry: Computer Software

Best Sales Organization

Kraft Foods, Northfield, Illinois, U.S.A. *Industry: Food and Beverage*

SUPPORT CATEGORIES

Best Support Team

Secure Computing's Technical Support and Service Team, Secure Computing Corp., San Jose, California, U.S.A.
Industry: Computer Software

Best Support Organization

Coverall Cleaning Concepts, Ft. Lauderdale, Florida, U.S.A. *Industry: Business Services*

CUSTOMER SERVICE CATEGORIES

Best Customer Service Team

Autodesk Revit Client Support Team, Autodesk, Inc., Waltham, Massachusetts, U.S.A. *Industry: Computer Services*

Best Customer Service Organization

Oracle Corporation EMEA, Reading, Berkshire, United Kingdom. *Industry: Computer Software*



2004 WINNERS — Continued

COMMUNICATIONS CATEGORIES

Best Corporate Communicator

Sandra Chiovitti, Canada Post Corporation, Mississauga, Ontario, Canada. *Industry: Other*

Best Communications Team

ACCPAC Press and Analyst Relations Team, ACCPAC International, Pleasanton, California, U.S.A. *Industry: Computer Software*
Socom Pty Ltd, Carlton, Victoria, Australia. *Industry: Advertising, Marketing & Public Relations*

Best Communications Organization

Global Crossing, Florham Park, New Jersey, U.S.A. *Industry: Telecommunications*
NCR Corporation, Dayton, Ohio, U.S.A. *Industry: Other*

PRODUCT DEVELOPMENT CATEGORIES

Best Producer Developer

Mayank Sharma, Grasim Industries Limited, Nagda, Madhya Pradesh, India. *Industry: Chemicals*

Best Product Development or Engineering Executive

Mike Gallagher, Senior Vice President of Product Development, Secure Computing Corp., San Jose, California, U.S.A.
Industry: Computer Software

Best Product Development Team

Telelogic Development Team, Telelogic, Malmö, Sweden. *Industry: Computer Software*

Best New Product or Service

FedEx International Online Shipping Solutions, FedEx, Memphis, Tennessee, U.S.A. *Industry: Transportation*

Lands' End Custom Dress Shirts, Land's End, Dodgeville, Wisconsin, U.S.A. *Industry: Retail*

Research In Motion's BlackBerry 7230, Research In Motion, Waterloo, Ontario, Canada. *Industry: Other*

Stellent Site Studio, Stellent, Eden Prairie, Minnesota, U.S.A. *Industry: Computer Software*

BEST FINANCE EXECUTIVE

Byron Siliezar, CFO, NII Holdings, Reston, Virginia, U.S.A. *Industry: Telecommunications*

BEST EXECUTIVE

Alexander I. Borisov, General Director, Moscow International Business Association, Moscow, Russia. *Industry: Non-Profit Organizations*

Rob McCormick, Chairman & CEO, SAVVIS Communications, Herndon, Virginia, U.S.A. *Industry: Telecommunications*

Dr. Erich Reinhardt, President & CEO, Siemens Medical Solutions, Malvern, Pennsylvania, U.S.A. and Erlangen, Germany.

Industry: Health Products and Services

COMPANY & OFFICE CATEGORIES

Best Agency, Brokerage, or Satellite Office or Facility

Business League Communication Group, Moscow, Russia. *Industry: Advertising, Marketing & Public Relations*

Most Innovative Company

Factiva, a Dow Jones & Reuters Company, Princeton, New Jersey, U.S.A. *Industry: Media*

Hitachi Data Systems, Santa Clara, California, U.S.A. *Industry: Other*

Rockwell Collins, Cedar Rapids, Iowa, U.S.A. *Industry: Aerospace and Defense*

Best Business Turnaround

NII Holdings, Reston, Virginia, U.S.A. *Industry: Telecommunications*

Tenneco Automotive, Lake Forest, Illinois, U.S.A. *Industry: Automotive and Transport Equipment*

Best Overall Company

Alcan, Montreal, Quebec, Canada. *Industry: Metals and Mining*

element 5, Cologne, Germany. *Industry: Computer Services*

Best Multinational Company

Monsanto Company, St. Louis, Missouri, U.S.A. *Industry: Other*

PACCAR, Bellevue, Washington, U.S.A. *Industry: Automotive and Transport Equipment*



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2004 STEVIE AWARDS SCHEDULE

Dates are subject to change. Visit www.stevieawards.com often for updates

- | | |
|--------------------|---|
| April 12 | Finalists announced and notified in second annual American Business Awards |
| May 10 | Second annual American Business Awards, Sheraton New York Hotel & Towers, New York City |
| May 10-11 | American Business Awards conference program, Sheraton New York Hotel & Towers |
| May | Announcement of the first edition of the newest Stevie Awards program, The Small Business Stevies. This first edition will be for women-owned businesses. |
| September | Call for Entries for The 2005 International Business Awards |
| October | Call for Entries for The 2005 American Business Awards |
| November 12 | Early-bird entry deadline for 2005 American Business Awards. Final entry deadline will be in January 2005. |
| December 10 | Entry deadline for 2005 International Business Awards |

ELIGIBILITY

American Business Awards

All American companies, and the U.S.-based operations of foreign companies, are eligible to participate.

International Business Awards

All companies worldwide are eligible to participate, including American companies that generate at least 10% of their sales outside the U.S.A.

CONTACT

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