

For Immediate Release

For more information:  
Emily Backus  
Owen Media  
[emilyb@owenmedia.com](mailto:emilyb@owenmedia.com)  
206.322.1167



### **OpenIB Alliance Selects Owen Media for Launch, Promotion**

**SEATTLE, Wash.** – July 1, 2004 – Owen Media Inc., a leading Seattle public relations firm, announced today that it has been retained by the OpenIB Alliance to provide public relations support. The OpenIB Alliance was established by Dell, Intel, Sun and leading InfiniBand vendors and customers to deliver a single industry standard InfiniBand software stack for Linux environments, allowing true heterogeneous interoperability for InfiniBand deployments.

"The OpenIB Alliance is the seventh technology standards body launched by Owen Media," said Paul Owen, Owen Media president. "It not only augments our position as a leading technology standards promotion firm, but also furthers our expertise in the computer server and open source categories."

Owen Media provides public relations consulting to high-tech companies. Owen Media's clients include Cray, Lexmark, AccessVia, the Transaction Processing Council, Tideworks and the InfiniBand Trade Association. To learn more about Owen Media, visit the company web site at [www.owenmedia.com](http://www.owenmedia.com).

###