

For Immediate Release



TPC Joins Owen Media Client List

SEATTLE – October 7, 2004 – The Transaction Processing Performance Council (TPC) hired Owen Media to provide public relations support. The TPC, based in San Francisco, is a non-profit corporation founded to define transaction processing and database benchmarks and to disseminate objective, verifiable performance data to the industry.

"The TPC provides the server industry with the most credible and widely used performance benchmarks," said Michael Majdalany, TPC's administrator. "Owen Media will help us raise awareness of what we do and encourage more vendors and end-users to utilize our benchmarks."

"Our work with the TPC complements our experience with server industry and trade association clients," said Paul Owen, Owen Media president. "We support the TPC's work in bringing the highest standards to the industry. We're looking forward to making the TPC an even more recognized resource in the future."

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.

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