

Amy Bermar Named Co-Chair of Worldcom's Technology Practice Group

NEWTON, Mass. (June 19, 2006) — Amy Bermar, president and founder of Corporate Ink, the Boston public relations firm, has been selected to co-chair the Technology Practice Area of the [Worldcom Public Relations Group](#), the world's largest network of independently owned public relations counseling firms.

The Technology Practice Group comprises 14 tech-centric mid-sized firms in Europe, Asia, Latin America and across the United States who share best practices and insights about emerging market trends. Firms work together to provide localized expert content critical for maximum global impact. Participating agencies often jointly drive PR for Fortune 1000 companies worldwide.

With its front-line position in PR's fastest-moving sector, the tech group is an ideal 'global lab' for testing innovative new technologies and services. Several members are deploying an early-release version of personalized Web content filtering software, which will give clients a competitive edge in transforming their sites into first-look destinations.

Lisa Murray, a senior vice president of [McGrath/Power Public Relations](#), will chair the group this year. Both leaders were elected at the worldwide meeting in New York this spring.

"The Technology Practice Group brings together seasoned CEOs who are running some of the sharpest PR programs in their countries," said Amy Bermar, whose firm joined Worldcom in 2005. "We get to extend these best practices and share ideas that can be applied worldwide."

[Corporate Ink](#) helps companies create new industries and build awareness that drives business growth. The company is known for its strategic guidance and expertise in technology, media relations and analyst relations.

Amy Bermar founded the company in 1989 after more than a decade as a journalist, reporting from Boston, Alaska, Asia and Italy. As a technology reporter, Ms. Bermar was on staff at *PC Week*, and later contributed to most of the leading technology publications and research firms.

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About Worldcom

Worldcom Public Relations Group is the world's leading network of independently owned public relations counseling firms, with some 91 offices in 81 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic arenas in which they operate. Visit www.worldcomgroup.com for more information.

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