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The Michigan Council of Women in Technology Awarded Sponsorship from R. L. Polk & Co.

Auburn Hills, Mich. – December 15, 2003 – The Michigan Council of Women in Technology (MCWT), an organization providing outreach, professional development and service to the Michigan technology community, will today receive a sponsorship from R. L. Polk & Co.

The platinum-level sponsorship will benefit the organization's scholarship and leadership programs, which are aimed toward individuals pursuing careers in technology. To date, fifteen scholarships have been distributed to area college students. The organization, which sponsors technology camps for elementary school children, hosts monthly technology programs focused on allowing high school students to hear from leaders in all areas of information technology on their careers and the skills the students will need to succeed.

"Technology is at the core of what we do at R. L. Polk & Co. As such, it is important that we stay committed to advancing the direction of technology, while fostering leadership, especially among women," said Joe Walker, president of Polk North America.

Mary Templeton, senior vice president of Polk's OEM business unit added, "We are pleased to support the Michigan Council of Women in Technology to help foster growth and continued development for tomorrow's technology leaders."

R. L. Polk & Co. joins a number of other prestigious corporations who serve as financial and resource sponsors for the organization, founded in 2002. Microsoft Corporation is a platinum sponsor, and other chapter sponsors include Delphi, Walsh College, SunTel Services, Ford Motor Company, LogicaCMG and Airfoil Public Relations.

"We are thrilled that R. L. Polk & Co. is providing this valuable support to MCWT," said Sandy Moore, president of the Council. "As a result of this sponsorship, we will be able to invest immediately and significantly to the ongoing training of young professionals seeking technology careers."

About MCWT:

The Michigan Council of Women in Technology provides leadership, mentoring, outreach, professional development and service to professional women within the Michigan technology community. The organization is committed the open sharing of ideas among peers. Further, the organization fosters growth and continued development for tomorrow's technology leaders. The organization will offer compelling programs, opportunities for relationship-building, and outreach initiatives. The group's long terms goals include the provision of organizational support to Michigan's educational institutions, to foster the growth and profile of women in technology fields. MCWT sponsors include: Ford Motor Company, Microsoft Corporation, Delphi, Walsh College, SunTel Services, LogicaCMG, PR Newswire and Airfoil Public Relations. For more information, please visit www.mcwt.org.

About R. L. Polk & Co.:

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Mich. with operations in Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, the Netherlands, Spain, the United Kingdom and the United States. For more information, please visit www.polk.com.

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