

BECKER

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FOR IMMEDIATE RELEASE

**JEANNE A. BECKER ELECTED TO BOARD OF
SOUTH FLORIDA INTERACTIVE MARKETING ASSOCIATION**

Coral Gables, FL, February 2, 2004 – The South Florida Interactive Marketing Association (SFIMA), a forum for interactive marketing professionals, business and educators, has elected Public Relations Executive Jeanne A. Becker to its Board of Directors.

SFIMA is dedicated to the exchange of ideas, information and best practices, as exemplified by case studies and industry leaders that will help members grow their interactive marketing activities and successes. Its goal is to be the primary interactive voice in South Florida providing lifelong learning, networking and community outreach opportunities. For more information, visit www.sfima.com.

Ms. Becker is President of Becker Consulting Services, Inc., a public relations and marketing consulting firm. An active community leader, Ms. Becker is currently President of Cherish Adoptive Families of Miami, a non-profit organization dedicated to helping provide support and information to adoptive families; a Director of the South Florida chapter of the Gift of Adoption Fund; and a member of the Public Relations Society of America. She was

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the 93/94 Chairperson of the Coral Gables Chamber of Commerce and the 95/96 President of the University of Miami School of Business Alumni Association. In 1998, she was awarded the Robert B. Knight Outstanding Citizen Award for her volunteer efforts to revitalize downtown Coral Gables resulting in the creation of the Business Improvement District of Coral Gables, an independent taxing district.

A resident of Coral Gables, Jeanne holds a Masters of Business Administration from the University of Miami and a Bachelor of Business Administration from Florida International University.

Becker Consulting Services, Inc. is based in Coral Gables and was established in 1988. The firm specializes in media relations, event planning and marketing consulting for banking/financial, technology, service provider and health care sectors.

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