



PRESS RELEASE

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CITY OF NEW BERLIN RECOGNIZED BY *CIO* MAGAZINE AS ONE OF THE *CIO* 100 AWARD HONOREES

IDG's *CIO* magazine today announces the City of New Berlin as a recipient of the 2012 *CIO* 100. The 25th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

"For 25 years now, the *CIO* 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, Editor in Chief of *CIO* magazine & events. "Our 2012 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

"The City of New Berlin has always been committed to excellence. During these challenging times of tight budget constraints, our goals to not only maintain, but further enhance our city operations never wavered. We recognized the need to achieve these objectives while simultaneously moving towards a more cost-efficient and labor-saving environment. The City of New Berlin has always had a keen appreciation of technology's importance in achieving our goals. We embrace technological innovation in an effort to deliver the best service for the least cost." said Mayor Jack Chiovatero. "I am honored and proud to accept this *CIO* 100 Award on behalf of the City of New Berlin and commend our resourceful staff for their dedicated efforts."

The City of New Berlin is a known governmental leader in the area of streamlined operations through technology and citizen engagement and transparency. In the past two years, the city has transformed its legislative process into an efficient system that has reduced labor and supply consumption. In addition, the organization has increased constituent awareness and engagement through the use of cutting edge technology. Direct results of the program are evident upon a visit to the city's website at www.newberlin.org.

About the CIO 100

The recipients of this year's CIO 100 award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of judges reviewed the applications in depth, looking for unique practices and substantial results. Finally, *CIO* editors reviewed the judges' recommendations and voted on the final 100.

Complete coverage of the 2012 CIO 100 awards will be online at www.cio.com on August 1, 2012 and in the August 1st issue of *CIO* magazine.

About the City of New Berlin

At 50 years old, New Berlin is younger than many Milwaukee, Wisconsin, suburbs, but it has the cohesiveness of a place that's much older. With a population of approximately 40,000 people, the city is tight-knit; residents join together for holiday parades and youth sporting events. The City is located on the edge of scenic Waukesha County. It covers 36.9 square miles and is advantageously situated between Madison and Milwaukee, with Green Bay and Chicago only a short drive away. Interstate Highway 94 is located immediately north of New Berlin, and Interstate Highway 43 passes through the city.

About *CIO* Magazine

CIO produces award-winning content and community resources for information technology executives and leaders thriving and prospering in this fast-paced era of business, as well as creates opportunities for information technology and consumer marketers to reach them. The *CIO* portfolio includes *CIO.com*, *CIO* magazine (launched in 1987), *CIO* Executive Programs and the *CIO* Executive Council. *CIO* properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including the American Society of Business Publication Editor's Top B-to-B Magazine since 2000 and two Grand Neals from the Jesse H. Neal National Business Journalism Awards. *CIO* websites and printed publications appear in more than 25 countries, including Australia, Canada, Finland, India and Sweden. *CIO* Executive Programs—a series of face-to-face conferences including the *CIO* 100 Awards & Symposium™—provide educational and networking opportunities for pre-qualified corporate and government leaders. The *CIO* Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. *CIO* is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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