

NEWS RELEASE

For Immediate Release – April 1, 2004

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Nashville-Based Marketing Strategist Named To First 100 Women In Wireless Leadership Forum

Nashville, TN -- Charlene Taylor, president and creative director for marketing/communications firm Chaz Taylor Inc. in Nashville, TN, has been named as one of the first 100 women in wireless for the Women's Wireless Leadership Forum (WWLF). With the explosion of the wireless industry, Taylor said being a part of this group is an opportunity to explore all the innovations that are on the horizon.

"I am proud to be invited to participate in the WWLF and to learn how to apply the innovations now going on in wireless to sales and marketing to the consumer," Taylor said. "I recently attended the CTIA conference that showcased some of these new wireless products and it was amazing to see. These folks are on the cutting edge of technology and understanding that will lead to the cutting edge of marketing. This is what I hope to bring to this prestigious women's forum."

Taylor said the next generation in the wireless technology industry includes combining digital technology with global positioning in a way that the average family can find useful. New features, new looks, new ways of positioning wireless service to specific markets is all part of the future of the industry, she says.

"Chaz Taylor Inc. is developing a prototype research program that will be instrumental in helping LEC's move into this broader world of technology," she says. "The truth is how we play voice into this market because there is power in voice."

Since 1986, CTI has presented marketing/communications ideas to clients in a "lab approach" that connects the user with the network. This lab approach to marketing research has resulted in a top industry award for CTI in the marketing of wireless service introduction for a South Carolina company.

"We represent the providers of technology, but recognize that especially in the wireless industry, there are generational markets today that have to be addressed," said Taylor. "It's the new 'Generation U' age group that come up with the new innovations. They are out there supporting the investment in wireless technology and of the network today. That is the substantial income that builds the network, and one that marketing and research must address."

CTI represents network technology clients from across the country, providing marketing and communications products.