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**NEW YORK WOMEN IN COMMUNICATIONS, INC. PRESENTS
THE 2008 MATRIX AWARDS**

Distinguished Honorees and Presenters Include...

Diane von Furstenberg, Wolfgang Puck, Diane Sawyer, Robin Roberts, Bob Woodruff, Anne Sweeney, among many others

Ceremony Emceed by Padma Lakshmi

New York, NY, April 7, 2008 — Today, New York Women in Communications, Inc. honored eight extraordinary women at the 2008 Matrix Awards during a luncheon held at the Waldorf=Astoria in New York City. The ceremony, sponsored by *People* magazine, was emceed by “**Top Chef**” host, **Padma Lakshmi**. The prestigious annual awards recognized exceptional women who have established themselves in the fields of advertising, arts & entertainment, broadcasting, magazines, newspapers, public relations and television.

The Matrix Awards luncheon is recognized by New York's communications and entertainment community as one of the most outstanding events of the year, with more than one thousand people gathered in salute of exceptional women in the communications fields.

The 2008 award honorees and their presenters are as follows:

Advertising: **Susan Gianinno**, chairman & CEO, Publicis USA; Presented by **Maurice Lévy**, chairman and CEO, Publicis Groupe S.A.

Arts & Entertainment: **Anna Deavere Smith**, playwright, author, teacher and author; Presented by **Bill Irwin**, actor

Broadcasting: **Robin Roberts**, news anchor, ABC News; Presented by **Diane Sawyer**, co-anchor, “Good Morning America,” co-anchor, “Primetime” and 1984 Matrix Award winner

Magazines: **Ruth Reichl**, editor-in-chief, *Gourmet*; Presented by **Wolfgang Puck**, chef & restaurateur, Wolfgang Puck Worldwide

Newspapers: **Linda Greenhouse**, Supreme Court correspondent, *The New York Times*; Presented by **Arthur Sulzberger Jr.**, chairman, The New York Times Company and publisher, *The New York Times*

Public Relations: **Joannie C. Danielides**, president and founder, Danielides Communications, Inc.; Presented by **Donna Hanover**, co-host, The WOR Morning Show

Television: **Anne Sweeney**, co-chair, Disney Media Networks and president, Disney-ABC Television Group; Presented by **Bob Woodruff**, Anchor, ABC News

This year, New York Women in Communications presented a **Special Lifetime Achievement Award** to gifted fashion designer **Diane von Furstenberg**, CEO and designer, Diane von Furstenberg Studio LP. The award was presented by 2005 Matrix Award recipient **Christiane Amanpour**, CNN chief international correspondent.

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"We are thrilled to recognize the inspirational and exceptional work of this year's Matrix Award recipients," said Kristine Welker, VP, sales and marketing of Hearst Digital Media and president, New York Women in Communications. "It is New York Women in Communications' mission to promote professional advancement and to inspire women to 'Take the Lead', which is exemplified through this annual luncheon and the organization's student scholarship program."

"We are proud to support the important work that New York Women in Communications does to promote and assist professional women in communications," said Martha Nelson, Group Editor, Time Inc. "We are pleased to be a part of this event and to help honor eight inspiring, accomplished women."

ONLINE CHARITY AUCTION:

To raise additional money for our Foundation's scholarship program, an online auction at www.charitybuzz.com/nywici will run today, through May 23rd. Auction items include:

- Two tickets to a taping of ABC's "**The View**" with a meet and greet
- Two tickets to a taping of "**The Ellen DeGeneres Show**" with a meet and greet
- Internship for a day at **CosmoGIRL! magazine**
- Two **Isaac Mizrahi fashion show** tickets in New York City this September
- Four VIP Tickets to the NBC Summer Concert Series and a Tour of NBC's "**Today**" show
- Audience tickets to a ABC's "**Good Morning America**" with Robin Roberts and Diane Sawyer; Two VIP tickets to a GMA concert
- Private set visit for two to ABC's "**Desperate Housewives**"
- Behind the Scenes rehearsal for two at the **New York Pops Christmas Concert** at Carnegie Hall
- Lunch for four with **Gourmet magazine** Editor-in-Chief Ruth Reichl in the Condé Nast café – plus a tour of the *Gourmet* test kitchen and photo studio

About The Matrix Awards

Since 1970, New York Women in Communications' Matrix Awards Luncheon has been recognized by New York's communications and entertainment community as one of the most outstanding events of the year. Well over one thousand people gather to salute eight exceptional women from communications fields. These Matrix Award recipients are selected by industry leaders and former honorees for their remarkable achievements and outstanding leadership roles in their fields. They join past recipients such as Katie Couric, Meryl Streep, Nora Ephron, Ann Moore, Toni Morrison, Barbara Walters and Anna Quindlen.

Proceeds from the Matrix Awards Luncheon are used by New York Women in Communications, Inc. to develop and maintain a full calendar of affordable programs and special events, networking and support systems for the organization's members and the community at large. Additionally, the Foundation awards scholarships and provides educational programs for women, whether just beginning or embarking on a transition in their careers. It is the largest foundation for communications scholarships for women in the tri-state area.

New York Women in Communications, Inc.

New York Women in Communications, Inc., founded in 1929, is a not-for-profit organization of more than 1,000 communications professionals dedicated to promoting the highest standards throughout the industry and to providing education and leadership for the next generation. The membership encompasses senior executives and other experienced communicators from a wide range of enterprises, as well as young professionals and students. New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes. For more information, please visit www.nywici.org.

PEOPLE

PEOPLE revolutionized personality journalism in 1974 and is today the world's most successful and popular magazine. Each week, the *PEOPLE* brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. In addition to unparalleled access to the entertainment community, the stories of real-life "Heroes Among Us" remain an essential component of *PEOPLE*'s editorial approach. *PEOPLE.com* is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, *PEOPLE* is headquartered in New York City. For more information visit www.people.com.