

FOR IMMEDIATE RELEASE

InfoWorld Contact Information:

Paul Calento
Vice President of Marketing
InfoWorld Media Group
415-978-3212
paul_calento@infoworld.com

New Intelligence Inc. Contact Information:

William D. Gattis
President
972-641-7747; 972-641-4445
newintel@newintel.com
Internet: www.newintel.com



NEW INTELLIGENCE INC. RECEIVES 2003 INFOWORLD 100 AWARD FOR ENTERPRISE INNOVATION AND INFORMATION TECHNOLOGY LEADERSHIP

November 10, 2003 – San Francisco, CA – Today, InfoWorld editor-in-chief Steve Fox announced the *2003 InfoWorld 100* list of annual awards honoring companies that demonstrate the most creative use of cutting-edge technologies to further their business goals. **New Intelligence Inc.** of Grand Prairie, Texas was selected in the Education award category.

"The New Intelligence Inc. diversity education system is one of this year's InfoWorld 100 award winners," stated Steve Fox, editor-in-chief of InfoWorld. "New Intelligence developed an innovative and unique software-based instructional system to meet diversity objectives in business and education. The New Intelligence project was chosen as an outstanding example of enterprise innovation and IT leadership."

Ten of the 100 award recipients were in the Education category. Others selected for education awards included the Massachusetts Institute of Technology for a content management system; Dartmouth College for a functional magnetic resonance imaging program; the Plano (Texas) Independent School District for a remote network access project; George Mason University for an optical Ethernet solution; Ball State University for digital media sharing; and Delaware State University for a networked smart cards program.

Companies were nominated by InfoWorld readers, technology partners, and end-user companies in early Fall 2003. Winners are formally announced in the November 10, 2003 edition of InfoWorld.

A full list of the winners is available at: <http://www.infoworld.com/565>

Every year, InfoWorld names 100 companies that have made the best use of information technology to meet their business and technical objectives. This year, the list of technologies implemented by winning companies ran the gamut from Web Services to Wi-Fi, with project budgets ranging from as low \$35,000 to more than \$50 million.

About InfoWorld Media Group

For 25 years, *InfoWorld Media Group* has provided cutting-edge coverage and evaluation of IT products and services for technology experts in senior management. Through integrated channels including print, online, events and demand generation, *InfoWorld* reaches the most influential senior-level information technologists -- those who drive their enterprises' strategies and technology purchases. Powered by a continued investment in an independent Test Center, InfoWorld analysts and editors provide both hands-on analysis and evaluation, as well as expert commentary on issues surrounding emerging technologies and products. Visit *InfoWorld* at <http://www.infoworld.com>

About IDG

InfoWorld is a division of IDG, the world's leading technology media, research and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net, which comprises more than 330 targeted Web sites in 80 countries. IDG is also a leading producer of 168 computer-related events worldwide, and IDG's research company, IDC, provides global market intelligence and advice through 51 offices in 43 countries worldwide. Company information is available at <http://www.idg.com>

About New Intelligence Inc.

New Intelligence Inc. is a Texas-based developer of software for education and training systems. Established in 1995, New Intelligence develops and publishes software and related materials for reading and writing improvement in grades 3 – 12 as well as diversity software for use in business and industry. New Intelligence instructional systems are based on the instructional strategies of Dr. Arthur Whimbey and Dr. Myra Linden, well-known teachers, authors, and researchers in the areas of reading and writing improvement and reading comprehension. For more information, visit the New Intelligence web site at <http://www.newintel.com>

###