



## NEWS RELEASE

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### **CSC WINS 'BEST IN CLASS' MARKETING EXCELLENCE AWARD**

#### ***ITSMA Recognizes CSC's Launch of First Insurance B2B Networking Site***

FALLS CHURCH, Va., Oct. 28 – CSC (NYSE: CSC) today announced it has won a Diamond Award for Marketing Excellence from the IT Services Marketing Association (ITSMA). CSC's winning entry represents the "best in class" for the industry in the Leveraging Digital Marketing category, as measured by innovation, execution and business results.

The award recognizes CSC's development and launch of the company's insurance industry business-to-business (B2B) collaboration and networking site, Wikonnect, which enables CSC to engage and energize insurance clients about its business and technology solutions. Since the launch just over a year ago, the site has grown to more than 11,000 members interacting in more than 120 online communities.

The ITSMA Marketing Excellence Awards were presented yesterday during the association's 2009 annual conference in Boston. The awards program jury consisted of members of ITSMA's senior executive staff and advisory board, and outside industry experts.

"Our Marketing Excellence Awards focus exclusively on B2B marketing for services and solutions and are based on a comprehensive and strategic approach to marketing, recognizing that business success today requires marketers to move beyond the traditional realm of communications," said Dave Munn, ITSMA president and chief executive officer. "We congratulate the CSC team for an outstanding program that looked beyond flash and glitz to emphasize excellence in the three most critical aspects of success: innovation, execution and business results."

“The success of Wikonnect is fueled by its value in bringing together clients to solve common problems and share best practices, lessons learned and ideas for product innovation,” said David Booth, president of CSC’s Global Sales and Marketing organization. “Because of the growing demand for B2B social networking, we are expanding the site to additional industry sectors and regions.”

To learn more about CSC’s B2B site, visit [www.csc.com/Wikonnect](http://www.csc.com/Wikonnect).

**About CSC**

CSC is a global leader in providing technology-enabled solutions and services through three primary lines of business. These include Business Solutions and Services, the Managed Services Sector and the North American Public Sector. CSC’s advanced capabilities include systems design and integration, information technology and business process outsourcing, applications software development, Web and application hosting, mission support and management consulting. Headquartered in Falls Church, Va., CSC has approximately 92,000 employees and reported revenue of \$16.2 billion for the 12 months ended July 3, 2009. For more information, visit the company’s Web site at [www.csc.com](http://www.csc.com).