

For Release 6:00 a.m. EST  
March 10, 2005

## **TECHNOLOGY LEADERS ANNOUNCES MEMBERSHIP AND BOARD PARTICIPATION IN FIRST WEB ANALYTICS INDUSTRY ASSOCIATION**

**New York, NY** – March 10, 2005 – Today, Technology Leaders announces it is a Corporate Member of the newly formed Web Analytics Association (WAA). Andrew Edwards, a Managing Partner at Technology Leaders, will participate as a member of the Board of Directors of the organization, and was one of its founders along with Bryan Eisenberg of Future Now Inc. and Jim Sterne of Target Marketing. David Millrod, also a Managing Partner at Technology Leaders, will participate as co-chair of the Technology Committee.

The WAA is a not-for-profit organization with the mission to unite and foster the interests of professionals involved in measuring the success of their online business initiatives. Members have the opportunity to participate in many key initiatives through committees, such as Advocacy, Education, International, Research, Standards and Technology, in order to help develop and shape industry standards and best practices.

Technology Leaders will be an active participant in the WAA to help the organization achieve its goals. Most recently, Millrod has begun preparations for the Technology Committee's work and Edwards has represented the WAA in Washington D.C. during hearings on the anti-spyware bill H.R. 29.

“We feel an organization like the WAA has come along just at the right time,” said Andrew Edwards. “With the growing importance of Web Analytics in organizations around the world, it was certainly the right time to create an organization that helps clarify both the possibilities and the requirements of this complex subject matter.”

### **About Technology Leaders**

Technology Leaders is a web analytics consulting firm. Founded in 2001, the firm specializes in providing web analytics-focused technical and business expertise to help its clients drive critical marketing decisions. Our client list includes both Fortune 500 companies and enterprises for whom the web is a key business channel. For more information, visit <http://www.technologyleaders.com>

### **About The Web Analytics Association**

The Web Analytics Association is a not-for-profit professional organization dedicated to promoting the understanding of web analytics through education, advocacy, standards, research and technology. Founded by web analytics industry leaders, the mission of the association is to unite and foster the interests of practitioners, vendors, consultants and educators who use, sell, install, implement, consult, teach or train in the field of web analytics. For more information, or to become a member, please visit

<http://www.webanalyticsassociation.org>.

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### **Contacts:**

To find out more about membership, volunteer, or sponsorship opportunities for the Web Analytics Association, contact Bryan Eisenberg, Chairman,

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