



**FOR IMMEDIATE RELEASE**

**FOR INFORMATION CONTACT**  
SIGS/101, New York, New York  
Jennifer Cordero: (212) 268-7766x128  
Email: Jcordero@sigs.com

**PRESS INFORMATION CONTACT**  
Young Company, Santa Monica, Calif.  
Michael Zucker: (310) 899-3375  
Email: mzucker@youngcompany.com

**WORLD'S LEADING XML EXPERTS TO ADDRESS THE CRITICAL LINK BETWEEN  
XML AND E-BUSINESS SUCCESS AT SIGS/101 XML ONE**

***Show Gives Attendees First Chance to Test-Drive the Latest Products From  
Industry Leaders IBM, Microsoft, Oracle, eXcelon, Bluestone, Progress  
Software and Oasis.***

**NEW YORK, NEW YORK, March 7, 2000 – This month's SIGS/101 XML One conference [www.xmlconference.com/xmlusa](http://www.xmlconference.com/xmlusa) (March 28-31 at the Austin, Texas Renaissance Marriott) brings together the world's leading XML authorities to discuss real-world examples of XML's revolutionary impact on e-commerce, knowledge management and the enterprise. It will be the first major trade show to focus on the indelible link between XML developments and the success of e-business.**

**"Everyone's talking about how XML is revolutionizing the way business is done and driving developments in e-commerce", said Bruce Binder, general manager of SIGS/101 Conferences, producers of XML One. "XML One gives developers and IT professionals the 'know-how' to get it done. Our goal is to give them the scoop on breaking developments in XML, and the practical tools to lead the efforts to build and optimize the next generation of e-business solutions."**

**XML One offers members of forward-thinking software departments the most technically advanced XML training and information found anywhere. The conference features more than 100 hours of peer-reviewed sessions, peer networking opportunities and vendor exhibits.**

**Attendees will get the chance to roll up their sleeves with the world's top experts and work through cutting edge, real world examples of the power XML is bringing to e-commerce, knowledge management and the enterprise. They'll also get the chance to test-drive the latest XML tools from vendors like IBM, Microsoft, Oracle, eXcelon, Bluestone, and Progress Software on the interactive exhibit floor.**

**-more-**

**WORLD'S LEADING XML EXPERTS TO ADDRESS THE CRITICAL LINK BETWEEN XML AND E-BUSINESS SUCCESS AT SIGS/101 XML ONE – Page 2**

Conference Technical Chair Kevin Dick has gathered many of the most sought-after consultants and educators in the XML world to speak and/or host panels on topics including XML-based Content on the Internet, XML-based Commerce on the Internet, Implementing XML-based software, and XML in the Enterprise.

Featured speakers include David Orchard, lead architect for e-business solutions and services at IBM's Vancouver Lab; Mark Scardina, group product manager and XML evangelist at Oracle; David Booth, technical director of training at Bluestone Software; and Rod Smith, vice president of IBM's Java Software Group.

Key sponsors for XML One include premier sponsor Oasis, and corporate sponsors Oracle, IBM, Bluestone Software, eXcelon Corporation and Progress Software.

A variety of discount packages are available for attendees including Team and Alumni Discounts. More information can be found at [http://www.xmlconference.com/xmlusa/regis\\_info.shtml](http://www.xmlconference.com/xmlusa/regis_info.shtml) . Information on travel and hotel discounts can be found at <http://www.xmlconference.com/xmlusa>.

The SIGS/101 conferences are a division of 101communications ([www.101com.com](http://www.101com.com)), a private company founded in 1998. 101 is building a portfolio of specialized information services and media serving IT professionals and their information technology vendors and services providers. The 101communications' portfolio includes the following properties: *IT Events, The Data Warehousing Institute, MCP Magazine, HP Professional, MIDRANGE Systems, Unisphere, ENT, Enterprise Linux, Enterprise Systems Journal, Application Development Trends, Application Development Advisor, JavaSpektrum, ObjectSpektrum, Java Report, C++ Report, JOOP, Syllabus, Recharger, the Syllabus Conference, Recharger WorldExpo, MCP TechMentor Conferences and the SIGS Conferences in the US and Europe, which include OOP 2000, Object Expo, XML One, Component Development and Application Development Conferences, as well as the Conference for Java Development and C++ World.* 101 also owns and operates over 30 specialized IT Web sites.

**# # #**