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**NEW YORK WOMEN IN COMMUNICATIONS PRESENTS
THE 2010 MATRIX AWARDS**

**DISTINGUISHED HONOREES AND PRESENTERS INCLUDE...
TINA FEY, OPRAH WINFREY, SHERYL CROW, KATIE COURIC,
MARISKA HARGITAY, SETH MEYERS, ANNE KEATING, MARIA BARTIROMO,
GAYLE KING, INA GARTEN AND LESLEY STAHL**

BRIAN WILLIAMS TO EMCEE CEREMONY

NEW YORK, NY (March 8, 2010) —**New York Women in Communications** will present the 2010 Matrix Awards on Monday, April 19, 2010, during a luncheon at the Waldorf Astoria in New York City. The prestigious annual award recognizes exceptional women who have made a profound impact in the field of communications. The award presenters, an extraordinary slate of men and women, personally selected by each honoree, will join them during the award ceremony. The event, hosted by NBC Universal, will be emceed by “NBC Nightly News” anchor and managing editor, **Brian Williams**.

2010 Matrix Award Honorees & Presenters:

- **Susan Chira**, foreign editor, *The New York Times*; Presented by **Jill Abramson**, managing editor, *The New York Times*
- **Sheryl Crow**, Grammy Award-winning singer/songwriter; Presented by **Mariska Hargitay**, actress, “*Law and Order: SVU*,” president and founder, Joyful Heart Foundation
- **Tina Fey**, executive producer, head writer, star, NBC’s three-time Emmy Award-winning “*30 Rock*”; Presented by **Seth Meyers**, head writer, Weekend Update anchor, “*Saturday Night Live*”
- **Ina Garten**, author and host, Emmy Award-winning Food Network Program, “*Barefoot Contessa*”; Presented by **Anna Quindlen**, Bestselling author and Pulitzer Prize-winning journalist
- **Doris Kearns Goodwin**, Pulitzer Prize-winning author and presidential historian; Presented by **Lesley Stahl**, “*60 Minutes*,” CBS News correspondent
- **Anne Keating**, senior vice president, public relations, special events & corporate philanthropy, Bloomingdale’s; Presented by **Katie Couric**, anchor and managing editor “*CBS Evening News*” and correspondent, “*60 Minutes*”
- **Gayle King**, editor-at-large, *O, The Oprah Magazine*, host, “*The Gayle King Show*,” on Sirius XM; Presented by **Oprah Winfrey**, chairman, Harpo, Inc.
- **Marissa Mayer**, vice president, search products & user experience, Google; Presented by **Maria Bartiromo**, anchor, CNBC’s “*The Closing Bell*,” host and managing editor, “*Wall Street Journal Report with Maria Bartiromo*”

Celebrating its 40th anniversary in 2010, 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 expected to gather to celebrate and salute exceptional women in communications fields. Previous award recipients include **Barbara Walters, Meryl Streep, Martha Stewart, Anna Wintour, Meredith Vieira** and **Annie Leibovitz**, to name a few. Portions of the proceeds from the Matrix Awards luncheon will go to the organization's Foundation, which offers a full range of scholarships and educational programs for women, whether just beginning or embarking on a transition in their careers.

"We are thrilled to recognize the exceptional work of these eight inspiring women," said **Denise Warren**, president, New York Women in Communications. "From Pulitzer Prize and Grammy winners to best-selling authors, each has truly exemplified the theme of the Matrix Awards, 'Women Who Change the World,' and we are proud to honor them in this milestone year of the award."

TICKETS: Individual tickets, tables and information on sponsorships and program advertising opportunities are now available at www.nywici.org.

New York City's most iconic building, The Empire State Building, will be lit in honor of The Matrix Awards in this year's colors - purple, yellow and white - for one night only, April 19, 2010.

About The Matrix Awards

Since 1970, New York Women in Communications' Matrix Awards Luncheon has been recognized by New York's communications and entertainment communities as one of the most outstanding events of the year. Past recipients include Arianna Huffington, 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 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 New York Women in Communications Foundation awards scholarships and provides educational programs for women, whether just beginning their careers or embarking on a transition in their careers. It is the largest foundation for communications scholarships for women in the tri-state area. Recipients are introduced at the luncheon.

New York Women in Communications

New York Women in Communications, founded in 1929, is a not-for-profit organization of almost 2,000 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. The organization 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 in the rapidly changing world of communications.

NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

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