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Austin Public Relations-Veteran Lynne Skinner Joins GCI Read-Poland as SVP

AUSTIN (August 24, 2004) – GCI Read-Poland today announced it has enhanced its expertise in the Austin business and technology community by naming 20-year development and public relations professional Lynne Skinner as senior vice president.

Skinner brings experience in community service, economic development, marketing and public relations having served in various roles within the Austin community. Skinner's previous positions range from director of firm development for Austin Ventures to director of business development for the Greater Austin Chamber of Commerce where she led national and international marketing.

"Lynne is one of the most talented executives in the state," said Jeff Hunt, president and CEO of GCI Read-Poland. "I'm confident she will be a great addition to our team. Her passion is contagious; her dedication and commitment to clients is legendary."

Prior to joining GCI Read-Poland, Skinner founded Ingage Communications, which helps executives develop and implement specialized marketing programs. Her Ingage efforts included branding, community affairs, partner and industry relations and corporate philanthropy practices, among many others.

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Skinner also is active in the community, having founded the Austin Cup Invitational Bowling Tournament in 2000, which gathers Austin-based technology companies and has raised more than \$125,000 for the Center for Child Protection in its first four years. Skinner previously served on the board of directors for Leadership Austin and served as director of development for the Texas Special Olympics.

About GCI Read-Poland

GCI Read-Poland is the Texas arm of, a global public relations firm, GCI Group and a wholly owned partner company of Grey Global Group. Its success extends across six practice areas, including healthcare, corporate, consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI Read-Poland serves a broad base of industry-leading clients including Dell, Bell Helicopter, Pervasive, Radio Shack, Sematech and Trous Technologies.

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