



**CHIEF EXTERNAL RELATIONS OFFICER AND TWO NEW BOARD DIRECTORS JOIN
ZERO1**

ZERO1 BUILDING ORGANIZATIONAL STRENGTH AS IT ESTABLISHES PATH TO SUSTAINABILITY

SAN JOSE, CA – JANUARY 21, 2008 – ZERO1: THE ART & TECHNOLOGY NETWORK HAS ANNOUNCED TWO SIGNIFICANT DEVELOPMENTS THAT UNDERScore ITS TRANSFORMATION FROM THE PROOF-OF-CONCEPT STAGE TO A SUSTAINABLE ORGANIZATION. DONIECE SANDOVAL HAS BEEN NAMED CHIEF EXTERNAL RELATIONS OFFICER, A NEW POSITION WITHIN THE ORGANIZATION, AND CATHARINE CLARK, OWNER OF CATHARINE CLARK GALLERY AND JOE LEWIS, PRESIDENT OF ORCHARD COMMERCIAL, HAVE JOINED THE BOARD OF DIRECTORS.

“AS ZERO1 SOLIDIFIES ITS FOUNDATION AND ENSURES ITS LONG-TERM VIABILITY, IT IS VITAL THAT WE MAINTAIN THIS TRAJECTORY BY ADDING THE TALENTS AND EXPERTISE OF EXCEPTIONAL PEOPLE TO OUR TEAM,” SAID JOEL SLAYTON, ZERO1 EXECUTIVE DIRECTOR. “WE ARE IMMENSELY PLEASED THAT THESE THREE OUTSTANDING INDIVIDUALS HAVE COME ON BOARD AND EAGERLY LOOK FORWARD TO THEIR CONTRIBUTIONS.”

IN HER NEW ROLE AS CHIEF EXTERNAL RELATIONS OFFICER, SANDOVAL WILL ORCHESTRATE THE MARKETING AND DEVELOPMENT EFFORTS FOR THE ORGANIZATION. IN ADDITION TO PROVIDING EXECUTIVE LEADERSHIP AND COORDINATION FOR ALL ACTIVITIES THAT PROMOTE ZERO1, SHE IS CHARGED WITH INCREASING AWARENESS AND GOODWILL, FOSTERING FINANCIAL SUPPORT, AND BUILDING COMMUNITY AMONG ZERO1’S MANY AND VARIED CONSTITUENTS.

SANDOVAL, WHO WAS THE MARKETING CONSULTANT FOR ZERO1 DURING THE 2ND O1SJ BIENNIAL, IS A SERIAL ENTREPRENEUR WITH EXPERIENCE ACROSS A WIDE RANGE OF MARKETS FROM TECHNOLOGY TO THE VISUAL ARTS. SHE HAS SPENT NEARLY TWO DECADES BUILDING A HIGHLY SUCCESSFUL CAREER IN MARKETING, BRANDING, AND PR WORKING WITH COMPANIES SUCH AS VISA USA, THE COCA COLA COMPANY, DOUBLECLICK, AND TOYS ‘R US AMONG OTHERS. PRIOR TO HER INVOLVEMENT WITH ZERO1, SHE WAS HEAD OF MARKETING AT THE SAN JOSE MUSEUM OF ART WHERE SHE SUCCESSFULLY BUILT A YOUNG ADULT AUDIENCE AND GALVANIZED THE MARKETING EFFORTS OF THE 2006 INAUGURAL ZERO1 BIENNIAL BY SPEARHEADING THE MUSEUM’S CONTRIBUTION AND FULLY ENGAGING ITS RESOURCES TO DRIVE PUBLICITY AND COMMUNITY ENGAGEMENT.

ZERO1’S TWO NEW BOARD MEMBERS BRING A WEALTH OF EXPERIENCE FROM THEIR PROFESSIONAL AND PHILANTHROPIC WORK IN THE ARTS AND COMMERCIAL REAL ESTATE IN SUPPORT OF ZERO1’S

MISSION TO INSPIRE CREATIVITY AT THE INTERSECTION OF ART, TECHNOLOGY, AND DIGITAL CULTURE.

CATHARINE CLARK IS THE OWNER AND DIRECTOR OF CATHARINE CLARK GALLERY, ESTABLISHED IN 1991, INITIALLY AS MORPHOS GALLERY. CLARK WAS BORN AND RAISED IN SAN FRANCISCO. SHE EARNED A BACHELOR OF ARTS DEGREE WITH HONORS IN ART HISTORY FROM THE UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA IN 1990. SHE HAS GUEST LECTURED AT UNIVERSITIES, MUSEUMS, AND OTHER INSTITUTIONS THROUGHOUT THE UNITED STATES AND CANADA. BETWEEN 1999 AND 2002 SHE CO-TAUGHT A PROFESSIONAL PRACTICES COURSE AT THE SAN FRANCISCO ART INSTITUTE WITH HER HUSBAND, THE ARTIST, RAY BELDNER. IN 2006 SHE AUTHORED AN ESSAY FOR AND EDITED THE MONOGRAPH, *ASCENDING CHAOS: THE ART OF MASAMI TERAOKA 1966-2006*, PUBLISHED BY CHRONICLE BOOKS. CLARK IS A MEMBER OF THE SAN FRANCISCO ART DEALER'S ASSOCIATION, AND AN ADVISORY BOARD MEMBER OF SF RECYCLING & DISPOSAL, INC. AND SAN FRANCISCO ARTS EDUCATION PROJECT.

AS THE HEAD OF ORCHARD PROPERTIES, JOE LEWIS HAS BUILT ONE OF THE TOP COMMERCIAL REAL ESTATE COMPANIES IN SILICON VALLEY. HE HAS NEARLY 30 YEARS OF EXPERIENCE AS A BROKER, MANAGER, DEVELOPER, AND OWNER. BEFORE JOINING ORCHARD, LEWIS SERVED IN THE U.S. NAVY AS A PILOT, LEAVING IN 1980 TO JOIN CORNISH & CAREY COMMERCIAL WHERE HE SERVED AS EXECUTIVE VICE PRESIDENT. IN 1988, HE WAS ELECTED SILICON VALLEY'S INVESTMENT BROKER OF THE YEAR AND IN 1996, BECAME PRESIDENT OF ORCHARD, WHICH HE PURCHASED IN 2000. SPURRED BY HIS COMMITMENT TO ENRICHING THE SILICON VALLEY COMMUNITY, IN 2007 LEWIS LAUNCHED THE NORTH FIRST ARTSPACE, AN ALTERNATIVE ART EXHIBITION VENUE LOCATED WITHIN A MULTI-TENANT COMMERCIAL BUILDING THAT SHOWCASES THE OF BOTH EMERGING AND ESTABLISHED ARTISTS LIVING AND WORKING IN THE BAY AREA.

ABOUT ZERO1

ZERO1: THE ART & TECHNOLOGY NETWORK IS AN INDEPENDENT 501 C (3) NONPROFIT WHOSE MISSION IS TO INSPIRE CREATIVITY AT THE INTERSECTION OF ART, TECHNOLOGY, AND DIGITAL CULTURE. **ZERO1** IS THE PRODUCING ORGANIZATION FOR O1SJ BIENNIAL, AND SINCE ITS FOUNDING IN 2000, HAS ORGANIZED A SERIES OF SALONS, PANELS, AND PRESENTATIONS OF ARTWORK AND INVITED ARTISTS, MUSICIANS, AND THEORISTS FROM AROUND THE GLOBE TO PRESENT AND DISCUSS THEIR WORK.

###