

## **Publication and Press**

### **Articles- 1999 - 2000**

Levi Straus Ad Campaign Richard Avedon Photo  
Glamour October 2000  
InStyle September 2000  
Marie Claire September 2000  
Vogue September 2000  
City Billboards  
Sony Style June 2000  
Time, February 28, 2000  
Marin Independent Journal, Feb. 12, 2000  
WIRED, February 2000  
USA Today, February 7, 2000  
The Parent Paper, February 2000  
Latina,, January 2000  
SkyMall, early Spring 2000  
Southwest A/L Spirit, January 2000

### **1999**

McCall's, December 1999  
YM, December 1999  
Wired, December 1999  
Cosmo Girl, December 1999/ January 2000  
Toy Wishes, Holiday 1999  
Marin Independent Journal, November 1, 1999  
Family PC, November 1999  
YM, November 1999  
Ebony, November 1999  
PC upgrade, Fall 1999  
Gateway, Fall 1999  
New York Times, "Circuits", September 30, 1999  
Akron Beacon Journal, September 17, 1999  
Press Democrat, September 15, 1999  
St. Petersburg Times, September 13, 1999  
Newpointer, September 8, 1999  
Marin Independent Journal, August 31, 1999  
Florida Today, August 18, 1999  
The Dallas Morning News, August 17, 1999  
Arlington Morning News, August 1, 1999  
San Francisco Examiner, August 1, 1999  
16 Magazine, August 1999  
Kidscreen, August 1999  
Marin Independent Journal, July 19, 1999  
Teen Girl Power, July 1999  
Las Vegas Sun, June 3, 1999  
Redbook Magazine, June 1999  
Girl's Life, June 1999  
Good Housekeeping, May 1999

Marketing to Kids, May 1999  
Family PC, May 1999  
Playthings, May 1999  
Marin Independent Journal, March 11, 1999  
Marketing to Kids, March 1999  
Chicago Tribune, March 16, 1999  
Women In Toys, Spring 1999  
Playthings, April 1999  
New York Times, February 27, 1999  
Time, February 22, 1999  
New York Times, "Circuits" February 18, 1999  
Toy Fair Times, February 8, 1999  
Playthings, February 1999  
KidScreen, February 1999  
Reynoldsburg News, January 27, 1999  
Bexlay News, January 27, 1999  
The Columbus Dispatch, January 23, 1999  
Inventor Digest, January 10, 1999  
Daughters, January 5, 1999

### **Articles- 1996-1998**

#### **1998**

Think, December 1998  
Women In Toys, Fall 1998  
Northern California Parent, July 1998  
The Denver Post, June 11, 1998  
Playthings, June 1998  
Working Mother, June 1998  
The New York Times, May 21, 1998  
The Oakland Tribune, April 29, 1998  
Marin Independent Journal, April 23, 1999  
Playthings, April 23, 1998  
Marin Independent Journal, April 29, 1998  
Parade Magazine, January 4, 1998

#### **1997**

Disney Adventures Magazine, November 1997  
Women's World, Sept. 16, 1997  
The Christian Science Monitor, August 5, 1997  
San Francisco Chronicle, August 1, 1997  
Business Week, August, 1997  
Working Mother, August 1997  
MacHome Journal, August, 1997  
Working Woman Magazine, July/August 1997  
San Francisco Chronicle, July 27, 1997  
San Francisco Chronicle, July 15, 1997  
US News & World Report, July 1997  
The School Board Journal, July 1997  
LA Parent Magazine, July 1997  
Digital Diner, July 1997

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Chicago Tribune, June 29, 1997  
The Los Angeles Times, June 9, 1997  
The Chicago Tribune, May 1997  
The Economist, April 20, 1997  
Working Mother, April 1997  
San Rafael Business, April 1997  
Child Magazine, March 1997  
NY Post, February 13, 1997  
Wall Street Journal, February 10, 1997  
San Jose Mercury News, February 9, 1997  
Marin Independent Journal, February 9, 1997  
MS "Women of the Year" issue, January 1997  
Wired, Jan/Feb. 1997

### **1996**

San Francisco Examiner, August 4, 1996  
San Jose Mercury News' West Magazine,  
July 28, 1996  
San Jose Mercury News, July 22, 1996  
San Francisco Examiner, July 7, 1996  
Marin Independent Journal, July 6, 1996  
San Francisco Focus, July 2, 1996  
San Francisco Examiner, April 25, 1996  
Newsday, February 1996

### **Television Segments**

Today Show Mother of Invention 2000  
Wild@Start 2001  
Tech TV 2000  
ZDTV: Silicon Spin, December 14, 1999  
NBC: TODAY SHOW, November 24, 1999  
Discovery Channel: Your New House, October 5, 1999  
NBC: Early TODAY, October 4, 1999  
Syndication: Journey 2000: "Techno Girls", September  
1999  
ABC: World News, August 30, 1999  
NBC: WMAQ – High Tech Segment, August 14, 1999  
WB:KTLA – Morning Show, August 13, 1999  
CLTV: Computer Connection, August 9, 1999  
WGN:WGN Morning News, August 4, 1999  
KRON:Weekend News, August  
CBS:KX11 -Texoma News at Noon, July 29, 1999  
FOX:WTVT – Good Day Tampa Bay, July 28, 1999  
NBC: WFLA - Harris & Co Live, July 21, 1999  
CNN:Wall Street Journal Report, July 3,1999  
CBS:April 24, 1999  
PBS:March 26, 1999  
ZDTV: March 17, 1999

CNN:Financial News: February 12, 1999  
CNET: The Web: July 1998  
CBS:Eyemark, Wild Wild Web: January 26, 1998  
ABC: Nightline, December 1997  
KRON:Channel 4  
CNN: August 1997  
CNN:Digital Jam, CNN FN: April 10, 1997  
CNET: The Site, September 1996  
CNET: The Web, June 1996  
MSNBC:Girls in Technology, August 1996

### **Radio Segments**

Internet:www.radiowallstreet.com, January 7, 2000  
WHPC-FM:Log On, November 27, 1999  
KPCC-FM:Talk of the City, October 26, 1999  
NPR:The Merrow Report, October 19, 1999  
Cyber Radio:September 2, 1999  
WZOK-FM:Morning Show (Chicago), August 5, 1999  
WKIE –FM:KISS George & Melissa Show (Chicago),  
August 5, 1999  
First Net Technology: Angel Network Radio Hour, July 30,  
1999  
WTMP-AM:C & C Morning Show (Tampa/St. Petersburg),  
July 27, 1999  
Radio Tour:March 27, 1997  
National Public Radio: "Morning Edition", March 5, 1997

## ***Statements From The Press***

“Girl Tech is no pretty-in-pink playground. It is a site with a distinctly intelligent feminist agenda.”  
Bronwyn Fryer - Journalist, The New York Times

“Janese’s approach to business embodies the adventurous spirit she encourages in girls. We support her and her company’s efforts wholeheartedly.”  
Isabele Stewart - President, Girls, Inc.

“Swanson has the knowledge and power to do something different in developing products for girls.”  
Rona Mahoney - Journalist, Ms. Magazine

“Girl Tech is helping redefine the role of girls on the Web and in our world.”  
Sofie Formica - Host, The Web, CNET

“Dr. Swanson plays an integral part in educating a generation of girls that technology is, in fact, for them.”  
Michele Mintz - National Director, YWCA

“People running these businesses are motivated as much by a desire to help girls as to tap into a \$7 billion consumer segment. The results are effective and fun.”  
Print Magazine, July 1997

“The products appeal to girls’ interests - they aren’t just boys’ toys in girls’ packaging.”  
LA Parent Magazine, June 1997

“Girl Tech not only wants to help change the way girls see themselves, they want to help change the way they see the world.”  
Chicago Tribune, June 1997

“Girl Tech is definitely where the action is.”  
Ms. Magazine, May 1997

“Swanson’s research only confirmed the extreme dearth of girls’ technology products, and the extent to which girls were being turned off by what the industry had to offer.”  
SF Examiner, March 1997

“So long as there are companies like Girl Tech emerging onto the scene, there’s hope for girls everywhere to learn about and play with technology.”  
CNET, The Site, Jan. 1997

“Janese Swanson is poised to deliver the leadership and innovation required of such a challenging endeavor.”  
CNET, The Site, Jan. 1997