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**FOR IMMEDIATE RELEASE**

**Texas Conference for Women appoints CMO of Dell Karen Quintos to distinguished Board**

**Austin, TX, July 9, 2012** – Karen Quintos, Dell’s senior vice president and chief marketing officer, is the newest addition to the Board of Directors for the 13<sup>th</sup> Annual Texas Conference for Women. Quintos brings her expertise in brand strategy, global communications, social media, corporate responsibility and customer insights to the Conference’s Board. Winner of *Working Mother* Magazine’s “Mother of the Year” award, Quintos is also the executive sponsor of the largest networking group at Dell, “Women in Search of Excellence.”

“I am thrilled to be a part of the vision and planning for this year’s Texas Conference for Women,” said Karen Quintos. “My goal is to make this event as valuable and insightful as possible for attendees and to ultimately make a significant impact in the lives of women.”

Karen Quintos joins previously appointed Conference Board members Johnita Jones, Nene Foxhall, Kathleen Lucas and Alejandra de la Vega Foster.

Since its inception in 2000, the Conference has welcomed thousands of women from across the state to convene for a full day of networking, professional development and personal growth. This year, the state’s premier event for women will be held at the Austin Convention Center on Wednesday, October 24.

The Texas Conference for Women is presented by Dell and generously underwritten by dozens of corporations including AAA Texas, AT&T Texas, Cancer Treatment Centers of America, Charles Schwab & Company, ConocoPhillips, ExxonMobil, Phillips 66, Shell Oil Company and *The Texas Tribune*, and The University of Texas at Austin.

To register or learn more about the Board of Directors for the 13th Annual Texas Conference for Women, visit our website at [TXConferenceForWomen.org](http://TXConferenceForWomen.org). Keep up to date with Conference happenings by following us on Twitter at <http://twitter.com/#!/TexasWomen> and liking our Facebook page at <https://www.facebook.com/texasconferenceforwomen>.

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