

IRS**News Release****Media Relations Office****Washington, D.C.****Tel. 202.622.4000****For Release: 4/05/01****Release No: IR-2001-43****IRS SELECTS SENIOR INDUSTRY ADVISOR FOR COMMUNICATIONS,
TECHNOLOGY AND MEDIA INDUSTRY**

WASHINGTON — The Internal Revenue Service today announced the appointment of Clifford (Cliff) Jernigan as Senior Industry Advisor to the Communications, Technology and Media industry segment of the Large and Mid-Size Business Division.

The Communications, Technology and Media industry segment of LMSB began operations in June 2000. It provides service to about 14,100 taxpayers involved with computer production, media (including entertainment, communication and software), gaming and recreational firms and sports franchises.

As the Senior Industry Advisor, Jernigan will provide policy-level technical analysis and consultation ensuring consistency of approach and equitable treatment of taxpayers to Industry Director Tom Wilson.

"Cliff will provide advice on a wide variety of industry issues, including legislation, regulations, and other guidance," said Larry Langdon, LMSB Commissioner. Jernigan will also advise on internal training, industry technical issues related to compliance priorities and policies, return filing improvements and industry practice. He will be based in San Jose, California.

Jernigan's background includes stints at a New York law firm and in the retail and wholesale food, chemical and mining industries, as well as banking. For the past 22 years, he has been employed in the U.S. semiconductor industry. Prior to joining the IRS, Jernigan was Director of Worldwide Government Affairs for AMD in Sunnyvale, California. While there, he managed Federal, state, local, and international governmental affairs issues, primarily in the areas of tax, trade, environment, intellectual property, antitrust, securities, tort reform, economic development, customs, and export controls. Jernigan was also the Director of Taxes and General Tax Counsel for AMD. Prior to joining AMD in 1979, Jernigan was the Director of Tax Research and Planning at Castle and Cooke.

Jernigan holds a JD degree from the University of California, Hastings College of the Law, and an LLM (Taxation) degree from New York University Law School. He is a member of the California Bar Association, an instructor for several MBA programs, a past lecturer on international tax issues, and the author of two books on the high tech industry and government.

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