



MEDIA ADVISORY

For Immediate Release – November 12, 2002

**AskMe Corporation Sponsors First Annual
Pharmaceutical Knowledge Management Conference
for Accelerated R&D**

*Industry Event To Highlight Collaborative Knowledge Distribution
to Ensure Intelligent Drug Discovery*

WHAT: “How can Knowledge Management (KM) technologies maximize ROI for today’s leading edge Pharmaceutical organizations?” AskMe Corporation is sponsoring the first annual Pharmaceutical KM Conference for Accelerated R&D that will be held December 4-6, 2002 in New York City.

Addressing critical KM and technology issues that face today’s pharmaceutical industry, this event will provide senior-level decision-makers with expert insight and thought leadership on how to create a knowledge infrastructure that facilitates collaboration across the organization to enable intelligent drug discovery.

As a key event sponsor, AskMe Corporation is among a targeted group of industry speakers and technology vendors driving the rich portfolio of interactive conference sessions and demonstrations. Throughout the 3-day event, participants will learn about the industry’s most innovative research approaches and technology applications that are specifically designed to speed the drug discovery process.

With a focus on the pharmaceutical industry, AskMe Corporation is the leading provider of Employee Knowledge Network software solutions. The company’s flagship product, AskMe Enterprise, connects researchers across the organization, facilitates collaboration and drives innovation. During the conference, AskMe Corporation will demonstrate how its Fortune 500 customers such as P&G and Gerber (a subsidiary of Novartis), are leveraging AskMe Enterprise to connect R&D teams and share knowledge and expertise.

For additional information on AskMe Corporation visit <www.askmecorp.com>.

WHO: Senior level R&D and IT executives in pharmaceutical industry

WHEN: December 4-6, 2002

WHERE: Marriott East Side
New York, NY

HOW TO REGISTER: Attendees who register as an AskMe Corporation guest are eligible for a significant discount. Contact Dan Ronald at 425.564.9040 for more information.

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