

AskMe

PRESS RELEASE

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NETWORK APPLIANCE SELECTS ASKME TO DELIVER CUSTOMER KNOWLEDGE NETWORK SOFTWARE SYSTEM FOR ONLINE CUSTOMER SERVICE PROGRAM

(SEATTLE, WA) October 7, 2002 – (www.askmecorp.com) – AskMe Corporation, the world-leading provider of Customer Knowledge Network software solutions, announced today that Network Appliance [NASDAQ: NTAP], a leading enterprise network storage solutions provider, has selected AskMe Enterprise as a key technology behind its eBusiness customer support strategy. Customized as an integral component of Network Appliance's NOW (Network Appliance On The Web) customer self-service program, AskMe Enterprise will enable users to locate and collaborate with 'customer experts' who have in-depth knowledge and familiarity with Network Appliance products to troubleshoot problems and resolve commonly asked questions.

According to Renee La Londe, director of customer-facing web programs and customer satisfaction for Network Appliance, "One of the most effective ways to deliver the technical support our customers demand is to capture it from other customers— those individuals who have become 'experts' on our products by working with them on a daily basis. AskMe Enterprise compliments NetApp's web-based technical support offerings by enabling customers to help one another through the collaborative exchange of knowledge and expertise." LaLonde continued, "More importantly however, is that the system also captures these exchanges, lessons learned and best practices for future use by new users."

Network Appliance deployed AskMe Enterprise in August. The system is helping Network Appliance deliver critical on-line support services to its customers while driving business value by strengthening the company's global support centers, decreasing the quantity of in-bound customer inquiries and improving response and resolution time more cost effectively.

Udai Shekawat, CEO and co-founder of AskMe Corporation said, "It is no secret that customers are the #1 reason why top companies succeed. Network Appliance understands this fundamental philosophy, and as a result, is focused on improving its customer relationships— not only through world-class customer service operations, but also by raising the bar by leveraging innovative technologies like AskMe Enterprise to augment its traditional customer service offerings. We are extremely pleased to add Network Appliance to our growing list of blue-chip customers."

AskMe Enterprise is a robust and scalable software system that facilitates the exchange of expertise and knowledge, captures the outcome for re-use and provides analysis to ensure improved organizational

productivity. Completely customizable to meet specific organizational requirements, AskMe Enterprise offers a comprehensive set of features that includes business rules & workflow, best practices, knowledge delivery in both documented and 'live' formats, knowledge seeker, provider and community services, as well as in-depth, on-demand analytic capabilities.

About AskMe Corporation

AskMe Corporation is the world's leading provider of Employee Knowledge Network software solutions for Global 2000 companies. The company's flagship product AskMe Enterprise, connects employees with problems to employees with solutions. By using AskMe Enterprise, large companies are dramatically improving the quality and speed of execution throughout their organization. AskMe's solutions have been deployed by a robust list of blue chip companies that includes Ford Motor Company, Honeywell International, Procter & Gamble, ABN AMRO Bank, Gerber (a subsidiary of Novartis), Boeing and CNA Insurance, among others. Founded in 1999, AskMe is privately held with headquarters in Seattle, Washington. (Additional information at www.askmecorp.com)

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