

AskMe

PRESS RELEASE

Contact: Lynn Qu
AskMe Corporation
425-564-9073
pr@askme.com

Creo Deploys AskMe Enterprise Across Global Product Support Organization

(SEATTLE, WA) March 31, 2003 –(www.askme.com) AskMe Corporation, the industry's leading provider of enterprise software and services for deploying employee knowledge networks (EKNs), today announced that Creo Inc. (NASDAQ: CREO)—the world's largest supplier of prepress systems for the graphic arts industry—has deployed AskMe Enterprise to support its global product development organization. The company is implementing AskMe's award-winning knowledge sharing technology to facilitate employee-to-employee collaboration and increase information exchange that helps drive organizational productivity.

Creo leads the worldwide graphics arts market in manufacturing and distributing digital solutions such as image capture systems, thermal imaging devices, professional color and copydot scanning systems and workflow management software. In an ongoing effort to increase the quality and speed of service to customers, Creo realized that employees within its customer services and solutions department were spending a significant amount of time identifying and locating the most knowledgeable and experienced employees who could provide accurate answers to customer inquiries. Using AskMe Enterprise, Creo's global product development organization for the Prinergy® workflow management system will be able to immediately discover the right experts and receive accurate and timely insight, knowledge and information to help resolve customer inquiries.

According to Roger Lines, corporate VP of customer services and solutions for Creo, "The greatest asset within our company is the collective 'know-how' of our employees. With AskMe Enterprise, we saw a valuable opportunity to increase organizational effectiveness by providing employees with a system that could enhance employee-to-employee collaboration, allowing our people to share knowledge and store that knowledge in the system so it is searchable in the future. Through that knowledge sharing process we are decreasing the effort and amount of time it used to take us to respond to a customer inquiry. This allows us to deliver an enhanced level of support and responsiveness to our customer base. "

AskMe Corporation's CEO Udai Shekawat commented, "In today's tough IT spending environment companies are increasingly being forced to make hard decisions on what technology investments deliver the highest level value to their businesses. Creo is among the ranks of today's most visionary leaders like P&G, Honeywell and Boeing. These companies that realize that competitive advantage is about maximizing the value of the organization's greatest asset—the expertise and knowledge of their employees—and the investments that the organizations continue to make in AskMe Enterprise demonstrates this." Shekawat continued, "We're extremely pleased to be working with Creo and are fully committed their success."

AskMe Corporation leads the industry as the first company to deliver a 3rd generation, feature rich EKN system that has been proven in large-scale enterprise deployments. Unlike traditional knowledge management technologies that solely aim to improve access to documents, EKNs locate both documented knowledge, and undocumented knowledge and expertise across large organizations that are divided by geographic, functional and divisional boundaries. AskMe Enterprise facilitates collaboration between employees and captures all exchanges, helping the workforce to make faster and more informed decisions, avoid redundancy and reduce project cycle times. Consequently, EKNs successfully help large organizations reduce the "knowledge erosion" that occurs when employees retire, the company restructures, or when internal teams split and transition to new tasks after completing a project.

About Creo

Creo is a world leader in solutions for the graphic arts industry. Core product lines include image capture systems; inkjet proofers; thermal imaging devices for films, plates and proofs; professional color and copydot scanning systems; and workflow management software. Creo is also an Original Equipment Manufacture supplier of on-press imaging technology, components for digital presses, and color servers for high-speed, print-on-demand digital printers. Creo trades under the symbols CREO on NASDAQ and CRE on the Toronto Stock Exchange. www.creo.com

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)

###