

FOR IMMEDIATE RELEASE

Bio-IT World Magazine and IDG World Expo Announce Best of Show Award Finalists for Spring Bio-IT World Conference + Expo

Winners To Be Announced at March 31 Awards Ceremony at Hynes Convention Center

Framingham, Mass. – March 24, 2004 – IDG's *Bio-IT World*, the industry's premier B-to-B publication addressing technology for the life sciences, and IDG World Expo, the leading producer of world-class tradeshows, conferences and events for IT markets, today announced the finalists of their Spring 2004 Bio-IT World Conference + Expo Best of Show Awards. The winners will be announced at an awards ceremony on March 31 at the show, which takes place at Boston's Hynes Convention Center, March 30 – April 1, 2004.

Judged by a joint team of *Bio-IT World* and *Health-IT World* magazine editors and leading industry experts, the awards program spotlights new products which demonstrate exceptional technology innovation across the life sciences drug discovery process, healthcare management and outcomes-based medicine. Finalists were chosen among entries submitted from leading bio-IT vendors exhibiting at the conference and expo, based on the products' technical merit, functionality and innovation. Products considered as finalists had to be new products or significant product upgrades introduced between March 2003 and March 2004.

Based on submissions received from 44 qualifying companies, the judges selected the following products as Best of Show finalists within four core categories:

Clinical Trials & Research

- LogPad Sensors from PHT Corp.
- Clinical RDC 4.5 from Oracle Corp.
- Prism EDC & Inventory Management from Nextrials, Inc.

Information Technology Infrastructure

- Apple Workgroup Cluster for Bioinformatics from Apple
- Oracle Database 10g from Oracle Corp.
- SGI Altix 350 Servers from Silicon Graphics, Inc.

Knowledge Management & Collaboration Tools

- InsightLink from IBM
- GeneDirector from BioDiscovery, Inc.
- e-Lab Notebook software from Waters Technologies Corp.

Informatics Tools & Data

- ASCENTA System from Gene Logic Inc.
- Netezza Performance Server from Netezza Corp.
- Biomax Core Analysis Kit from Biomax Solutions, Inc.

“The Best of Show Awards recognize the advances being made by today’s worldwide leaders in bio- and health-IT, and the contributions their products make to biomedical research and drug discovery,” said John Russell, executive editor, *Bio-IT World*, and project manager for the Best of Show Awards. “The leading edge products that have been submitted for nomination underscore the promise of continued advancement in bio-sciences through the use of information technology, informatics and life science technologies.”

One winner in each category will be selected after judges have reviewed the products on the show floor at the Bio-IT World Conference + Expo. Executive Editor of *Bio-IT World* John Russell will present the awards at the ceremony March 31, from 5:30 pm – 6:30 pm. The awards ceremony, which will be held on the Expo floor, is open to all attendees, exhibitors and members of the press. Winners of the Best of Show Awards will receive honorary signage, an awards logo, and an engraved award. They also will be featured on the *Bio-IT World* website with additional coverage in an upcoming issue of the magazine. For complete coverage of the awards, along with continuous updates from Boston’s Bio-IT World Conference + Expo by *Bio-IT World* editors, visit www.bio-itworld.com.

Bio-IT World Conference + Expo is the industry’s leading event to demonstrate how technology is transforming the life sciences throughout all discovery and development processes. For the first time, the event will be co-located with Health-IT World Conference + Expo, a new event that addresses IT in healthcare management and outcomes-based medicine.

About Bio-IT World, Inc.

A business unit of IDG, Bio-IT World, Inc., publishes information across a variety of media to meet the needs of bio-IT, life science, healthcare, pharmaceutical and regulatory professionals. The company's award-winning publication, *Bio-IT World*, and accompanying website, www.bio-itworld.com, deliver the latest news, analysis and information on the application of technology products and services to enable the life sciences R&D value chain - spanning basic research, drug discovery and development, clinical trials, and regulatory compliance. The company's digital magazine, *Health-IT World*, and twice-weekly electronic publication, *Health-IT World News*, cover business, technology and product developments related to healthcare management systems and outcomes-based medicine. Established in September 2001, Bio-IT World, Inc. is headquartered in Framingham, Mass.

About Bio-IT World Conference + Expo

Bio-IT World Conference + Expo (www.bioitworldexpo.com), produced by IDG World Expo, is the leading event to demonstrate how technology is transforming the life sciences throughout all discovery and development processes. IDG World Expo designed Bio-ITWorld exclusively for life science professionals looking to evaluate and understand advanced solutions that generate, collect and analyze the flood of information being produced by the life sciences industry. Visionaries from the biotechnology, pharmaceutical, healthcare, academic and government markets convene at Bio-IT World Conference + Expo to learn how the latest tools, services and best practices will help revolutionize our health, our environment and our society.

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) produces technology-focused tradeshow, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. As the leading technology event management company, IDG World Expo leverages its experience and knowledge of technology-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo[®], LinuxWorld Conference & Expo[®], Bio•IT World Conference + Expo[™], Health•IT World Conference + Expo[™], Portable Power Conference & Expo[™] and Wireless Sensing Solutions[™]. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

About IDG

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World*, *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Network World*, and *PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo[®], MacworldConference & Expo[®], DEMO[®], and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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