



Cancer Patient Treatment Data: IntrinsiQ Research and WWMR Reinvent Oncology Market Intelligence

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FOR IMMEDIATE RELEASE

SAN FRANCISCO, April 9 /PRNewswire/ – WWMR, Inc. today announced that it has entered into a partnership with IntrinsiQ Research to produce the definitive pancreatic cancer market intelligence program, based heavily on IntrinsiQ's database, which uses real-time chemotherapy data directly from oncology patients' medical records.

Commenting on partnering with IntrinsiQ Research, Inc., Susan Olsen, President of WWMR, Inc, stated,

"We have long been looking for a chemotherapy database with IntrinsiQ's qualities. At last there is a data source that reports how cancer patients are actually being treated. Since clinicians' real-time chemotherapy orders are the database's building blocks, we are able to identify important drug use habits and detect key drug use trends earlier in the commercial cycle. Access to this data provides a vital dimension of insight into the treatment of pancreatic cancer, and this program creates a new standard of reporting on current and future oncology drug use in this emerging market."

Mitchell Daitz, President of IntrinsiQ Research, commented,

"Synergies between WWMR and IntrinsiQ will result in new understandings of pancreatic cancer drug use, today and into the future. We are excited to be partnering with WWMR, given their expertise in oncology-related consulting and their track-record in market analysis. At the heart of this venture is a leveraging of IntrinsiQ's data with WWMR's demonstrated capabilities in reporting on current and emerging pharmaceutical and biotech markets."

The Pancreatic Cancer Program will be launched in June 2004, coinciding with the annual conference of the American Society of Clinical Oncology (ASCO). With the addition of rigorous analysis and commentary, the program will deliver comprehensive market intelligence through product and market forecasts, epidemiological data, treatment trends, and product pipeline evaluations. Moreover, clinicians' opinions about unmet clinical needs and of specific investigational agents will augment the review of the hard data. In addition, periodic updates to the data and analysis will be delivered to clients to ensure access to the latest information and trends occurring in the marketplace.

About IntrinsiQ Research, www.IntrinsiQ.com : IntrinsiQ Research is the premier source for U.S. oncology data and analysis. IntrinsiQ's market leading software application, IntelliDose, captures the treatment decisions and details of over 7,500 patients a month who make over 30,000 visits a month to oncologists, creating an unrivaled database of accurate, detailed and timely information about the oncology care process. This database is the foundation of products and services that are designed to uniquely address the business issues and decisions to the pharmaceutical product manager, market researcher and financial analyst.

About WWMR, Inc. (Worldwide Marketing Research): A well-respected marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR has provided more than 1000 insightful, proprietary studies to pharmaceutical, biotech, medical device, and diagnostics companies worldwide. Using primary and secondary research methodologies, WWMR provides insights on current and emerging markets using their expertise in product and technology assessments, forecast

modeling, epidemiology projections, product launch monitoring (pre- and post-), primary marketing research and medical economic analyses.

For more information, contact:

(West Coast)

WWMR, Inc.

888-947-2339

sales@wwmr.com

Jeff Forringer (East Coast)

IntrinsiQ Research

908-797-7033

jforringer@intrinsiq.com