



PRESS RELEASE

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Media Contact:

Nora F. Gildea
617-864-8813 X205
ngildea@midior.com

Midior Completes Engagement with Magnet Communications and ADS

Cambridge, MA - - February 28, 2001 - - Midior recently completed an engagement with Magnet Communications in partnership with ADS to conduct a product strategy workshop with Magnet's executive team to accelerate plans to address a new market segment. The major outputs of the workshop included an initial version of the product plan and convergence on a core product strategy by the team. Located in Atlanta, GA, Magnet Communications, Inc. is the leading provider of Web-based cash management, business banking, and image delivery solutions. ADS is located in Quincy MA and provides information technology consulting and systems integration services to customers exclusively in the financial services industry.

Established in 1996, Midior is a management consulting firm specializing in innovation and enterprise performance in the financial services, technology and non-profit sectors. Midior consultants are trained engineers and seasoned entrepreneurs who have helped companies such as Intel, State Street Corporation, and Schools for Children achieve success with their innovation of products and services. More information is available at the Midior web site at www.midior.com.

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