



PRESS RELEASE

Media Contact:

Nora F. Gildea
Midior
617-864-8813

Midior Wins Contract with ILS to Determine Market Viability of New Service

Cambridge, MA - - January 1, 2002 - - Midior, a management consulting firm based in Cambridge, MA has been contracted by Inventory Locator Service (ILS) of Memphis, TN to conduct market research around a new service within ILS' customer base. With over 5 billion parts, 33,000 customer accesses each day and 8,000 subscribers, ILS is the largest, most active e-commerce site in the world for the aviation, marine, and Department of Defense industries seeking to buy and sell parts, equipment and services.

Midior's research will determine the perceived value of a proposed service within ILS' different customer segments, the assumed functionality of such a service, and the expected benefits that buyers hope to receive. ILS will utilize this information in order to determine how its existing applications could be positioned and marketed in this new way. Midior specializes in helping both large and small companies refine the path to commercial success through improved product development and product management capabilities. Detailed and accurate market research is a key component to determining the viability of new product initiatives, and whether those initiatives will effectively serve the target market when introduced.

Midior provides product-focused management consulting services to organizations in the technology and financial services sectors. Its client list ranges from start-ups to Fortune 500 companies to non-profit organizations and includes Intel, OpenReach, and Schools for Children, among others.

###