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FOR IMMEDIATE RELEASE

***iValue Provides Technology Value Impact Assessment,
Help with Creating Better Return for Shareholders***
New Firm Offers Strategies, Innovative Tools and Services to Enhance Share Value

Chicago, IL – (April 22, 2002) – As a growing number of investors track the cost of “The Information Age,” a new company is focusing on the more important question of technology’s value.

iValue is an innovative and independent multi-disciplinary firm, whose purpose is to create shareholder value from technology with an array of products and services that include Consulting, Education, and a creative, yet controlled Lab environment.

“Shareholders are demanding results from the enormous investments that managers have made in technology,” says Ray Trotta, a Chicago-based management consultant, and a co-founder of *iValue*. “There is a clear need today for *iValue*’s approach as shareholders want to know what a corporation’s investment in technology has produced in terms of measurable value.”

Estimates of investment in technology range as high as a trillion dollars annually and company executives need to understand how much they are getting back in order to make critical decisions and show returns.

No firm currently offers the type of quantitative-focused tools as those developed by *iValue*.

Many companies responded to technology questions with an philosophy of ‘build it and they will come.’ That’s no longer the case. IT executives need to be able to assess the value of technology in very specific terms.

iValue develops information technology strategies that enhance shareholder value, drawing upon its principals’ and members’ considerable experience in the financial services, media, telecommunications, high technology, manufacturing, and consumer goods industries. Its series of executive seminars offer cutting-edge methods, as well as

networking opportunities. Its lab provides an interactive, risk-free, and supervised environment for experimenting with the economics of technology initiatives. The founders of iValue, separately and together, bring a wealth of experience and expertise to the firm. Christopher Gardner, is a management consultant and former partner at PricewaterhouseCoopers LLP, where he led the Information Technology Strategy Group in that firm's New York office. He was previously a consultant with McKinsey & Company, a consultant and principal of A.T. Kearney, and vice president of Bain & Company. Mr. Gardner is the author of the critically acclaimed book, *The Valuation of Information Technology*.

Ray Trotta, formerly a member of the Financial Consulting Practice of KPMG Peat Marwick, is a specialist in technology strategy, merger integration, business process reengineering, activity-based management, and systems assessment. His clients include Fortune 200 industrial manufacturers, banks, and multinational corporations.

Seminar leaders are specialists in finance, technology and strategy, who have developed and deployed iValue's innovative methods in a variety of diverse corporate situations, for businesses that have included both Fortune 500 companies and mid-size firms.

iValue offers technology valuation, seminars, consulting, labs, simulations, publications, and tools focused on applying the principles of corporate strategy and finance to technology. The firm has offices in New York and Chicago, with iValue team members based in other U.S. cities, as well as in Europe and the Asia Pacific region. For more information please visit www.iValueInstitute.com.

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