



FOR IMMEDIATE RELEASE

**Contacts:**

Melanie Rembrandt  
eePulse, Inc.  
734-996-2321, ext. 15  
[melanie@eepulse.com](mailto:melanie@eepulse.com)

Jim Carlen  
MSC  
847-439-8270  
[jcarlen@matsci.com](mailto:jcarlen@matsci.com)

**Material Sciences Chooses eePulse's Relationship Management Tools  
To Get Real-Time Customer Feedback And Improve Service**

ANN ARBOR, Mich. – December 16, 2002 – eePulse, Inc., a technology and management research company, announced today that Material Sciences Corporation (NYSE:MSC), a leading provider of material-based solutions for electronic, acoustical/thermal, and coated metal applications, has chosen its Measurecom™ solution to obtain real-time customer feedback. This is the first time MSC will use this type of technology to gather, review and take action on customer data in an effort to continuously satisfy their customer base. With this move, MSC has embraced what eePulse calls 3D (Data and Dialogue Driven) Leadership™. For over a year, MSC has been using the Measurecom tool to collect real-time employee data, and now customer data and employee information will be used to help the leadership team respond to the needs of these two key stakeholder groups.

In January 2003, MSC customers will answer brief questions (on an anonymous basis) via a Web-based survey powered by eePulse's Measurecom solution. Appropriate MSC leaders will have access to real-time customer comments, responses and benchmarking data to immediately assess suggested areas for improvement.

"This is really the first time we're using this type of electronic technology to reach out to our customers to get faster feedback," states Jim Carlen, MSC Vice President of Sales. "We value our customers' input and hope to capture important information from them that will help guide and change our future service model strategy. Our goal is to be recognized as a best-in-class solutions provider to our customer base."

**About eePulse, Inc.**

eePulse, Inc. delivers relationship management tools designed to improve the performance of any organization. Productivity enhancement comes from utilizing Pulse Reports™ of issues and trends reported by stakeholders. Pulse Reports provide management with synthesized information that allows them to act quickly on opportunities and solve problems today. The core of the eePulse solution is actionable data obtained through Measurecom™, a Web-based measurement and communication software package that powers Pulse Reporting and the next frontier in management science, Data and Dialogue-Driven (3D) Leadership™.

**About Material Sciences**

Material Sciences Corporation is a leading provider of material-based solutions for industrial and consumer applications around the world. It uses its expertise in materials, which it leverages through relationships and a network of partners, to solve customer-specific problems, overcoming technical barriers and enhancing performance. MSC differentiates itself on the basis of its strong customer orientation, knowledge of materials, deep understanding of its markets, and the offer of specific value propositions that define how it will create and share economic value with its customers. The company's stock is traded on the New York Stock Exchange under the symbol MSC and is included in the Standard & Poor's SmallCap 600 Index and the Russell 2000 Index.

This news release contains forward-looking statements that are based on current expectations, forecasts and assumptions. MSC cautions the reader that the following factors could cause its actual outcomes and results to differ materially from those stated or implied in the forward-looking statements: assumed tax rates and weighted average shares outstanding used in projections; and other factors, risks and uncertainties detailed from time to time in the company's filings with the Securities and Exchange Commission. MSC undertakes no obligation to publicly update forward-looking statements, whether as a result of new information, future events or otherwise.

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