



PRESS RELEASE

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eePulse, Inc. Chosen To Help Improve Ohio University MBA Program

ANN ARBOR, Mich. – October 28, 2002 – eePulse, Inc., a technology and management research company, announced today that Ohio University has chosen its Measurecom™ solution to gather information about MBA student concerns, identify problem areas, improve communication and obtain program assessment data for both long-term program improvement and re-accreditation purposes.

Beginning this month, and every two to three weeks thereafter, students will answer brief questions (on an anonymous basis) via a Web-based survey powered by eePulse's Measurecom solution. Appropriate Ohio University staff members will have access to real-time comments, responses and benchmarking data to assess programs, make pertinent changes and improve the overall MBA program.

"The Ohio University full-time MBA program has grown significantly in the past few years so it is increasingly important for us to open new communication pathways in order to better understand how our students are responding to the program, and eePulse's technology and research experience will allow us to do this," states Gary Coombs, Ohio University Director of the Full-Time MBA Program. "As Director, I want all of the students in the program to know that they have a voice that is heard by those making decisions about the program, and that they will get a response, even if it is just a clarification of a miscommunication or an explanation for why something has to be done in a particular way."

"By answering specific questions relating to their coursework and providing open-ended comments through our solution, we are hopeful that Ohio University MBA students will offer creative ideas on how to improve the program both immediately and in the future," states Theresa Welbourne, eePulse, Inc. President and CEO.

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 Ohio University, College of Business

The College of Business provides a learning environment that enables individuals to develop the knowledge, skills and capabilities needed for success in the complex, global business community of the 21st century. Ohio University's Full-Time MBA is a one-year program using an innovative problem-based learning approach that engages students in solving authentic, complex business problems that integrate multiple business disciplines. Students work on projects in teams and are supported by faculty who deliver critical content on a just-in-time basis as well as through more traditional class meetings.

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