

FOR ADDITIONAL INFORMATION

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SmartOrg Forms Partnership with Leading Chinese Strategy Firm

MENLO PARK, CA, 5 October, 2004 (FOR IMMEDIATE RELEASE). SmartOrg Inc., leader in value-based management systems, today announced it has formed a partnership with Beijing Strategic Decision Resources Co., LTD (SDR). The partnership enables SDR to introduce SmartOrg's value-based management processes and systems to its clients. The partnership provides SmartOrg customers with a window to experts in the rapidly expanding Chinese economy.

Dr. Yong Tao, SDR CEO, said, "We are pleased to formalize our partnership with SmartOrg, having worked with their founders for many years as they developed and perfected processes and systems that help companies maximize economic value. We look forward to a mutually rewarding future."

About SDR: SDR (www.sdr.com.cn) is a management consulting firm that combines the best of western and Chinese decision and management practices to assist the top management of the largest companies operating in, or considering entering, the China market. SDR provides strategic decision-making, marketing and sales strategies, organization and business process optimization, IT strategies, and Olympics related decision support for large Chinese and global corporations. SDR has offices in Beijing and Shanghai in China.

About SmartOrg: SmartOrg (www.smartorg.com) value-based management systems implement processes that help companies improve return on R&D, new product development and other business opportunities. SmartOrg's project and portfolio evaluation system guides teams through project analysis and evaluation, tracks the impact of new information on value, and creates portfolio views that inform decision makers of their investment opportunities.