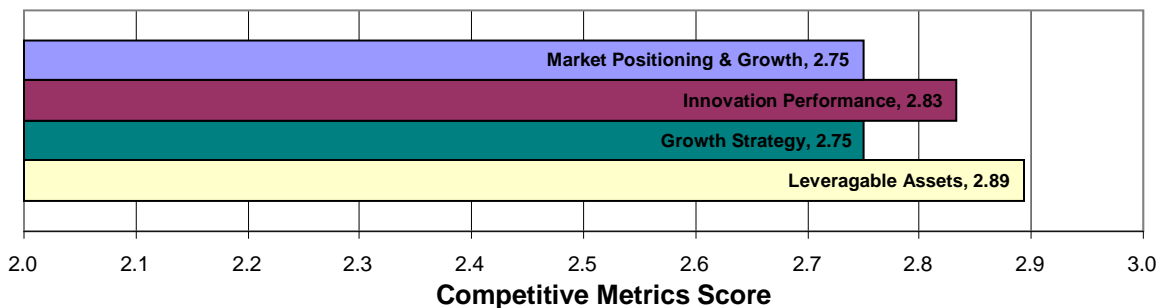


2008 North American Life Sciences Customer Value Enhancement Award

NextBio

Frost & Sullivan proudly recognizes NextBio as the recipient of the 2008 Customer Value Enhancement Award. NextBio offers a life sciences search engine that dramatically reduces the complexity and time required for scientific literature research and data mining. Users rave that the NextBio search engine has reduced months of work to a few clicks of the mouse. A “one-stop-shop” for life sciences data and literature, NextBio is positioned to drive the industry towards a more open and collaborative approach to scientific research. In addition to offering premium accounts that provide additional data integration services, security and support, NextBio has recently launched a free basic version of its search engine for the general public, thus further delivering on the company’s goal to move towards ‘open biology’ to accelerate scientific discoveries. NextBio not only delivers a quality service, but aims to shift the mentality of a community accustomed to guarding its data. Therefore, the company both provides assistance to its direct users and also benefits the millions of people that may someday receive better or faster medical care from the scientific advancements made possible through collaborative efforts. For providing an invaluable tool for scientific discovery, NextBio is the ideal recipient of the 2008 Frost & Sullivan Customer Value Enhancement Award.

NextBio - Client Value Enhancement Award



Frost & Sullivan evaluates companies across several metrics to generate a Competitive Metrics Score used to select Award recipients. NextBio received an impressive overall

score, representing the company's attributes of delivering high quality services, ensuring customer satisfaction and successfully implementing growth strategies. NextBio was ranked in four separate categories, including 'market positioning and growth,' 'innovation performance,' 'growth strategy,' and 'leveragable assets.' With an overall score of 11.23 out of 12.00, NextBio received an award-winning Competitive Metrics Score only two and a half years after entering the market. With a unique and top-quality product, a strong position for capturing its target customer base, and a tremendous focus on customer satisfaction, the company received a near-perfect score of 2.89 for 'leveragable assets.' For its innovative technology and ability to deliver a first-of-its-kind product, the company received a 2.83 for 'innovation performance.' With no comparable competition and a fast-growing customer base, NextBio earned a score of 2.75 for both 'market positioning and growth' and 'growth strategy.' NextBio has capitalized on its strengths to build a powerful product with enormous potential to reach the entire spectrum of life science researchers and clinicians. Without a doubt, NextBio is well on its way to becoming a well-known name amongst researchers worldwide.

Faster Scientific Research

With the emergence of NextBio, the age of exhaustively searching for articles and datasets from various search engines, databases and journals has ended. Users searching for information in the public domain need not look further than the NextBio site, which searches across thousands of scientific studies with billions of data points and millions of publications. Furthermore, by allowing users to upload their own scientific data and compare their research to large-scale studies, NextBio eliminates the cumbersome act of downloading public data from different databases for comparison. In a few minutes, researchers can locate thousands of relevant articles and studies, which previously took months to find. The search engine also delivers connections between species, platforms and datasets that many researchers would have overlooked. Therefore, customers enjoy that NextBio's service allows them to focus on more important tasks and finish projects more quickly, and provides thought-provoking associations that enhance their research.

Growth Strategy

On April 28, 2008, NextBio launched the free public version of its life science search engine, dramatically expanding its end-user base. Such a strategy increases brand

awareness and provides effortless leads for premium accounts. This free version also promotes the input of data to the site, exponentially expanding the data available to other customers. Thus, NextBio brilliantly collaborates with end-users to increase the value of its product through continuously new data input. The company, free users and premium users all benefit from this growth strategy. Therefore, NextBio has successfully implemented a growth strategy that caters to its customers and increases the value of its product.

Open Biology

One excellent feature of the NextBio search engine is that users may import an unlimited amount of data to the site for free if they allow unrestricted public access to the data. This feature provides an incentive for data sharing and further promotes a collaborative research atmosphere. For years, the National Institutes of Health has often required that data from large-scale studies generated by NIH-funded research be made available to the public. Beyond these requirements, researchers had little motivation to release data to the public, especially without a comprehensive and easy-to-use database available to do so. Finally, NextBio has created true incentives for open biology – share your data and receive access to other customers' data, as well as use the NextBio services freely. These features clearly demonstrate NextBio's strong commitment to accelerating the advancement of scientific discovery.

Conclusion

With an undeniable focus on enabling researchers and clinicians to quickly and more efficiently compile scientific literature and public data, NextBio has transformed the way its end-users approach research. Customers rave that what was once a tedious task now takes minutes. The tool also encourages unique hypotheses and interactions between seemingly disparate species and platforms. Furthermore, as NextBio expands, the entire life sciences community will benefit from the increased input of data into the public domain. With a growth strategy that benefits its customers' research, and a strong commitment to driving the industry towards open biology, NextBio is uniquely positioned to accelerate scientific discovery. For the company's invaluable benefit to its customers and overall contribution to the life sciences industry, Frost & Sullivan is pleased to present the 2008 Customer Value Enhancement Award to NextBio.

Award Description

The Customer Value Enhancement (CVE) Award is presented each year to the company that has best demonstrated the ability to expand the customer base, while maintaining its existing install base, with more innovative value creation and enhancement strategies than competing vendors.

The key differentiators of a Customer Value Enhancement recipient from a traditional Customer Service award are that:

1. it is a proactive function rather a reactive function
2. it focuses on value creation and enhancement rather than simply ensuring client satisfaction
3. it focuses on maximizing the ROI of the investment customers make in a company's products or services rather simply providing after sales support and service.

This Award recognizes the degree to which the company's strategies have met customers' stated needs and requirements. Such innovation is expected to significantly improve customer interaction and contribute to customer value.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked, and those exhibiting increased customer penetration are noted. Company installed base and revenues are compared year to year to monitor customer response and market expansion. When a company demonstrates proactive strategies to create increased value for customers, which in turn leads to increased penetration and installed base, it is a candidate for the Frost & Sullivan Customer Value Enhancement Award.

Measurement Criteria

In analyzing companies for CVE recognition, Frost & Sullivan analysts use specific criteria to determine the final Award rankings. The recipient of this Award has excelled based on one or more of the following criteria:

- Leading proactive initiatives to improve value to customers
- Inclusion of new features and benefits for an existing service or product that enhances value for the client
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product(s) to offer a “one-stop shop” in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new venues, such as online services, for an established product
- Strategic mergers, acquisitions, or joint ventures to provide additional benefits to the customer

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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