

BIOPARTNER.CO.UK LTD

PRESS RELEASE – 1st July 2008

BioPartner.co.uk and White October sign Joint Venture Agreement

Joining forces to spread the Meeting Mojo™ partnering magic

Oxford-based service companies BioPartner.co.uk and White October are delighted to announce they have signed a Joint Venture agreement, which formalises their long-standing business relationship and launches sales of their 3-step partnering software, Meeting Mojo™ across all business sectors worldwide.

This new enterprise follows several years of co-development of a fully customisable online partnering service, which was originally commissioned by HM Government to enhance UK Trade & Investment's Life Sciences business partnering events. With increasing interest in the simple, automated system from commercial events management companies, it soon became apparent to the Directors of both companies that their supplier-customer relationship needed more flexibility; and that both businesses would benefit from pooling their ideas and resources.

Alasdair Stamps, Technical Director at BioPartner said, "Automation is the key to cutting down on workload and mistakes – and as a result, costs. Our own experience of both organising and participating in partnering events is that it can be hard work for everybody. That made us determined to perfect a system that helps everyone because it is straightforward, and generic. Our partners at White October share that philosophy and bring a rare combination of talents in website and database development to the partnership"

Meeting Mojo™ offers a 3-step approach – Register, Browse, Book - register for the partnering meeting, search the database of which companies are attending, and book meetings with those you want to see. It's a base package that can be configured to almost any business partnering event, and overlaid with a web design to suit the client's needs. It gives automatic online event registration, a calendar of dates, times and meeting locations available and prints individual delegate meeting schedules. It's infinitely scalable, has multi-lingual capability and gives an audit trail to follow-up on the outcomes of the various partnering meetings.

Dave Fletcher, White October Managing Director said, "After initial successes in UK biotechnology partnering, we are looking for sales in other industry sectors and overseas too. The user interface is intuitive, and its visual cues minimise the need for instructions or translation. This is a great advantage when considering non-English speaking customers."

For further information about Meeting Mojo™, see a slideshow, and book an online demonstration, please visit the website at www.meeting-mojo.com/demo or email sales@meeting-mojo.com

PRESS RELEASE ENDS

NOTES FOR EDITORS

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1. ABOUT BIOPARTNER

BioPartner.co.uk is a trade organisation that assists the internationalising of UK life science companies. We co-ordinate BiotechNet, a group of life science consultants supporting start-up companies and inward-investors. With our partners, White October Ltd., we provide 3-step partnering software to all industry sectors under the Meeting Mojo™ brand name. For more information visit the website at www.biopartner.co.uk or email info@biopartner.co.uk

2. ABOUT WHITE OCTOBER

White October is web development agency creating beautiful websites and powerful online databases. We specialise in Content Management Systems (CMS) and Online Database Applications, as well as designing high quality, bug free websites. The White October development framework, refined by the team over many years, means the systems we create are scalable and reliable. We're passionate about good design, web standards and accessibility; see our blog at: <http://www.whiteoctober.co.uk/blog/>