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FOR IMMEDIATE RELEASE

IBM HIGHLIGHTS THE TECHNOLOGY OF E-BUSINESS AT THE SILICON VALLEY WORLD INTERNET CENTER

PALO ALTO, CA, October 31, 2001 – On the heels of the announcement last month that eBay has selected IBM WebSphere (<http://www.ibm.com/software/websphere>) as the e-business infrastructure platform to run its next generation trading platform, two of IBM's leading technologists will be at the Silicon Valley World Internet Center (<http://www.worldinternetcenter.com/>) Thursday evening, November 8, to discuss with the audience the impact of current and future technology on e-business.

Dave Allison, program director, IBM Global e-business Software Strategy and Don O'Toole, director, eBusiness Marketing Strategy, will present, for the first half of the two-hour program, information on the technologies that are currently, and will in the future, impact what IBM calls "dynamic e-business" (<http://www.ibm.com/developerworks/webservices>). During the second hour, the audience at the Center will be encouraged to exchange information and ideas with the panelists in this program the Center refers to as an Interactive Panel Discussion.

Allison is responsible for creating the technology market strategy for IBM's e-business infrastructure software portfolio which utilizes business innovation and emerging technologies to provide flexible, innovative and proven infrastructure for enterprises. He consults worldwide with customers, business partners and IBM groups on their e-business strategies.

O'Toole joined IBM's Internet Division in 1996 and was a key member of the team that developed IBM's e-business strategy. He has nearly 20 years extensive expertise in network computing and e-business. In 1995, he led the business development and market launch of IBM's Internet Connection software family, which included IBM's first Web browser and server offerings.

The program begins Thursday with networking from 5:00 to 6:00 p.m. The Interactive Panel Discussion is slated from 6:00 to 8:00 p.m. at the Center in Palo Alto. There is a \$10 fee at the door. Registration is not necessary, but recommended due to limited seating. To register, please send name, title, company and email address to Glenda Garcia at <mailto:garcia@worldinternetcenter.com>. Directions to the Center in Palo Alto, California, can be found on the Center's Web site at <http://www.worldinternetcenter.com/>.

With regard to the eBay and IBM announcement, IBM's development of Web site performance designs was an important factor. Visit the Program page of the Center's Web site at <http://www.worldinternetcenter.com> to review the February 28, 2001, presentation and reference documentation by Dr. Willy Chiu, Vice President, High Volume Web site Design, IBM Corporation, whose team was involved in the eBay and IBM announcement.

IBM is an Executive Sponsor of the Silicon Valley World Internet Center, which focuses on the advancement of Internet-related eMarkets, technologies, people, and ideas through the collaborative exchange of knowledge. The Center is located in the heart of Silicon Valley and works on behalf of its sponsors to develop programs specific to the expanding Internet Economy. As multi-corporate, third-party venue, the Center provides a physical and virtual forum for collaboration among technology leaders and key end-users. The Center, a for-profit, fee-for-service corporation, focuses primarily on the areas of eBusiness, eServices and wireless communication.