



Dow Chemical receives Outstanding Corporate Innovator Award from PDMA. ISIS helped.

Boston, MA - October 7, 2003

The Dow Chemical Company's Polyolefins & Elastomers Business Group (PO&E) was awarded the 2003 Outstanding Corporate Innovator Award by the Product Development & Management Association (PDMA). This marks the first time in its 27-year history that the PDMA has selected a chemical company for the association's most prestigious recognition. The PDMA, an international organization committed to improving the theory and practice of new product development, bestows the award to recognize companies that both exemplify the spirit of innovation and demonstrate sustained excellence in the development and profitable commercialization of new products and services.

Dow's PO&E Business Group was selected from a field of more than a dozen global candidates, along with co-recipient Harley-Davidson Motor Company. Previous winners include: BMW Group, Hunter Douglas, Maytag, Eastman Kodak, Herman Miller, Bausch & Lomb, Hewlett-Packard, and Apple Computer.

Accepting the award for Dow were ISIS clients Romeo Kreinberg and Kurt Swogger, President and Vice President R&D respectively of Dow's PO&E Business Group. Among the specific products launched by Dow and affiliated companies over the last five years and reviewed for this recognition include AFFINITY* Polyolefin Plastomers for hot melt adhesives, INSPIRE* Performance Polymers and DOW XLA* elastic fiber, each of which received market development/launch assistance from ISIS.

Mr. Swogger remarked: "To make this whole process work, we depend a lot on, and work very closely with our customers. We have a variety of ways of working with customers, such as through joint development agreements and ongoing discussions with them about their needs.

When we have something we don't quite know what to do with, how to position it, or what we really have, or we need to get to new customers, we have a variety of other ways. For example, we work very closely with a group called ISIS International. What ISIS can do is help us understand what we have, and then go out to the marketplace, find potential customers and value propositions, and then provide a linkage between Dow and those customers. We see it as an innovation in marketing. That's proved very valuable in 5 or 6 projects."

ISIS is proud to have played a role and congratulates Dow Chemical and all the ISIS professionals who contributed to Dow's success.
