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BioWizard Offers Conference Abstracts with the Launch of myBW

Biomedical Web Portal Experiences Rapid Growth

Wayne, Pa., – February 5, 2008 – BioWizard, Inc. (<http://www.biowizard.com>), an online information and communications platform specifically designed for the biomedical research community, announced today that as a part of the launch of *myBW* (or *myBioWizard*), a unique personalization tool available at no cost to the life science community, it now provides biomedical researchers access to approximately half a million new conference abstracts each year from thousands of conferences from across the world

According to BioMed Central Medical Research Methodology, only 45 percent of clinical findings ever get published and the delay from presentation to publication in peer-reviewed journals can exceed two years. Until now, critical conference abstracts have only been accessible from a broad range of disparate, difficult-to-find resources. By making conference abstracts easily available to researchers, BioWizard is able to provide some of the most valuable, up-to-date information about R&D activities in the industry and academia.

“Our goal is to help accelerate discovery and make research simple for the medical and life science communities,” explained Jeffrey Boily, CEO of BioWizard. “We have experienced tremendous success with the rapid global growth of our user community in 2007. We believe with our unique conference abstracts search capability, by enabling users to fully customize their experience using *myBW* and the addition of Scopus® citations to our PubMed Wizard search results, our rapid growth pattern will continue.”

The *myBW* conference abstracts feature enables subscribers to perform searches on thousands of medical meetings across the world, enabling comprehensive and timely surveillance of scientific developments, treatment trends and clinical data, and often yielding information that can have dramatic impact on strategic decisions. Users can receive e-alerts immediately as new abstracts are added that match their specific search criteria and pre-formatted emails allow them to easily forward abstracts to their colleagues.

In addition, *myBW* provides visitors with the option to customize the website to their specific needs, including defining their own homepage layout and content, saving PubMed search terms and results and storing articles of interest. Users are also able to email articles to colleagues



and personalize the accompanying message further enhancing the social networking capabilities of the site.

The life science platform also offers PubMed search enhancements, including Scopus citations to help determine an article's value to the community. Furthermore, *myBW* offers syndicated news feeds from more than 70 life science universities, including University of Pennsylvania, John Hopkins and Harvard Medical School.

"The BioWizard team is doing a great job to create the best friend of PubMed," said Bertalan Mesko, a fifth year medical student and participant in the latest beta program. "*myBW* provides me with one place to save all my PubMed searches and also store and easily organize my favorite articles from PubMed's database. Additionally, *myBW* saves me valuable time, by delivering all the important news and announcements that are relative to my specific field right to *myBW* page."

myBW remains free to users. Access to the most comprehensive database of biomedical conference abstracts requires a subscription, which is available at a cost of \$250 a year for professional researchers and \$150 a year for students. BioWizard offers a seven-day free trial to eligible users and provides three and six month subscriptions options as well.

About BioWizard Inc.

BioWizard is a free, web-based community for life scientists and physicians, aimed at making the world's biomedical research information universally accessible and useful. As the first online portal to focus on both the dissemination of information and collaboration within the scientific community, BioWizard's content is driven by its users helping them to streamline their research. BioWizard offers a unique platform that offers a host of features including its PubMed Wizard search functionality, unsurpassed coverage and timeliness of biomedical conference abstracts, up-to-the-minute field-specific news, a comprehensive product directory and online forums that assist researchers in searching, sharing and discussing a myriad of scientific information. BioWizard was founded in 2005 and is headquartered in Wayne, Pa. For more information, please visit <http://www.biowizard.com>.

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