

## The University of Georgia's Terry College of Business Selects Interwise to Provide Online Learning and Collaboration

### Top Ranked MBA Program Uses Interwise to Improve Academic Program

**CAMBRIDGE, Mass., March 23, 2004** — Interwise®, the foremost provider of enterprise conferencing solutions, today announced that the nationally ranked University of Georgia's Terry College of Business is expanding its usage of the Interwise Enterprise Communication Platform (ECP) to add live, Internet-based classes to the Terry Evening MBA, Executive MBA and its customized MBA program for IBM Business Consulting Services. Over 80 MBA students participated in the initial deployment of Interwise technology of which over 85% indicated that the Interwise sessions were as good as or better than face-to-face class sessions. Aimed at decreasing significant travel time to the university's different campus sites and increasing the diversity of guest lecturers, the Terry College will offer Interwise sessions in over 10 different courses this year.

Seeking to accommodate significant commuting times that are common to metropolitan Atlanta, the Terry College sought a way to effectively implement a balance between distance and in-person learning options. By implementing Interwise-powered, live eLearning classes in conjunction with traditional classroom lectures, Terry College MBA students will benefit from courses which feature a broader base of subject matter experts yet continue to experience the in-person teaching environment. In this blended learning environment, these MBA students will participate in online lectures, leverage 1:1 mentoring sessions with a variety of instructors as well as collaborate with students in online peer study sessions.

"At the Terry College, we're dedicated to providing students with an innovative and rigorous course of study. But at the MBA level, especially, that rigor has to be balanced with the students' existing personal and professional responsibilities," said Robert P. Bostrom, the college's L. Edmund Rast Distinguished Professor of Business. "With Interwise, we're maintaining those high standards by cutting down on commuting time and maximizing learning time."

UGA chose Interwise as their virtual learning provider based on the company's flexible pricing structure, unrivaled VoIP capabilities and the technology's different training, collaboration, meeting and conferencing options on one single platform. The Terry College plans to use the technology in 2004 for internal conferencing and meetings amongst staff and students.

"Interwise's alliance with the University of Georgia is providing their MBA students with an increased access to noteworthy lecturers, a diverse student population as well as a wide range of learning materials, which will ultimately result in a more well-rounded education," said Dr. Ronald Berman, V.P. Education of Interwise. "The Interwise technology is the only affordable virtual classroom solution that is easy to implement yet robust enough to meet the varied needs of educational institutions."

### About the Terry College of Business

Founded in 1912, the Terry College of Business at the University of Georgia is the oldest business school in the South. Evolving over the decades and renamed the C. Herman and Mary Virginia Terry College of Business in 1991, the college adopted through a strategic planning process its stated purpose of developing leaders for the world's private enterprise system. The Terry College is consistently ranked among the top 20 public U.S. business schools by U.S. News & World Report, Business Week, and Forbes.

### About Interwise

Interwise helps organizations address the communications challenges presented by dynamic business environments, global marketplaces and geographically dispersed stakeholders. Interwise's ECP Connect is an integrated data, video, and voice conferencing solution for delivering real-time multimedia communications across the extended enterprise. ECP Connect combines voice, rich interactive content, and streaming video in a single platform to support a company's eLearning, web conferencing, and collaboration needs. A leading choice of Global 2000 companies, Interwise maintains a presence in more than 20 countries through a direct sales force, distributors, value-added resellers and systems integrators. Visit us at <http://www.interwise.com>.