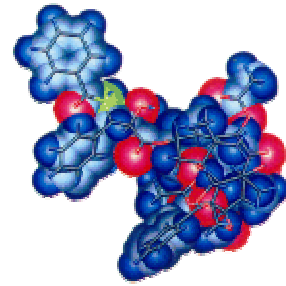


Taxolog, Inc.



MEDIA ADVISORY

DATE: March 12, 2003

CONTACT: Jennifer Fennell, APR
850/386-9100
jfennell@rboa.com

WHO: Taxolog, Inc.

WHAT: Open House and Ribbon Cutting Ceremony

WHERE: Taxolog's Tallahassee Facility
3216 Sessions Road, Suite 100

(DIRECTIONS: Take North Monroe Street, past I-10. After passing I-10, look for a traffic light intersecting with Sessions Road, which is on your left, across from Sam's Club. At the light, take a left onto Sessions Road and go to the second building on the right. Taxolog, Inc., is a red brick building with a green marble entrance. Ample parking space is available behind the building. Parking attendants will be there to guide you.)

WHEN: Thursday, March 13, 2003
12:30 to 3:30 p.m.

WHY: To celebrate the opening of Taxolog, Inc. – Tallahassee's newest biomedical research facility.

Taxolog, Inc., a research company specializing in the development and clinical testing of new drugs for the treatment of cancer and other diseases, has opened a cutting-edge biomedical research facility in Tallahassee. In celebration, Taxolog will hold an open house and ribbon cutting ceremony tomorrow (Thursday, March 13, 2003) from 12:30 p.m. until 3:30 p.m. at the new facility on Sessions Road. The event will include presentations by Taxolog scientists, tours of the building and remarks by Florida Department of Health Deputy Secretary Annie Neasman, Florida State University Provost Larry Abele, City of Tallahassee Mayor John Marks and Greater Tallahassee Area Chamber of Commerce and Economic Development Council President Sue Dick. Additional special guests expected to attend include Sen. Al Lawson, Rep. Lorraine Ausley, Leon County Commissioner Tony Grippa and others.

Headquartered in Fairfield, N.J., Taxolog is an outgrowth of research conducted in the laboratory of Dr. Robert A. Holton, Professor of Chemistry at Florida State University (FSU) and Taxolog's Chief Scientific Officer. Holton is internationally known as the inventor of the commercial process used to manufacture Taxol®, one of the most effective cancer-fighting drugs in the world.

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(NOTE: The open house and ribbon cutting ceremony is an invitation-only event, however media are welcome to attend. For more information and to arrange an interview with a Taxolog representative or a tour of its new Tallahassee facility, please contact Jennifer Fennell at jfennell@rboa.com or 850/386-9100.)

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