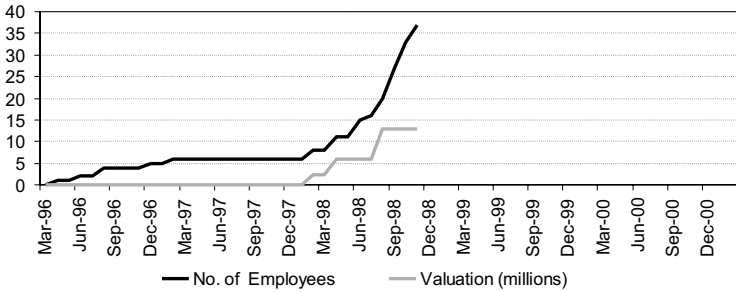


November 1998



The Web Hotlist – Web sites worth checking out

Neoforma provides a Web-based community for healthcare professionals that showcases panoramic, 3-D photographic technology.

InfoWorld
November 23, 1998

Forget Disintermediation, Portals: There's a New Buzzword in Town

Another emerging vortex site is Neoforma.com, a Santa Clara, Calif., purveyor of health-care technology and equipment information online . . .

The Wall Street Journal Interactive Edition
November 24, 1998

One-Stop Shop

Billed as the world's largest resource on medical products, services and information, Neoforma.com . . . provides online access to an inventory of 13,000 suppliers in 8,000 different product categories . . .

Healthcare Informatics
November 1998

Make-up and Hair



As our audience grew, we had to put our best face before the cameras.

Two months earlier, in September, Junglee, which had been founded three months after Neoforma, had been sold to Amazon.com for nearly two hundred million dollars in stock. This was nearly one hundred times their annual revenue. Junglee sold software that captured information from multiple Internet sources and republished it on other websites for various uses.

This event officially launched Alexander and JP into the league of Silicon Valley Players. They were credited by their peers as having raised Junglee from obscurity to riches in less than a year. I knew that they, and those who had invested with them in Junglee, would receive a huge return on their investment.

Neoforma was to be their next success story. Alexander and JP needed to make sure that everyone knew this.

That's when Alexander brought in Lori. She was the first key employee who had been hired without my review. He brought her in to get us some exposure. Lori had worked the public relations (PR) for Junglee. Now that Junglee had been absorbed by Amazon, Lori had been put out of a job. That suited her fine.

Lori was credited—particularly by Lori—with having been the key reason Alexander and JP had been successful at making Junglee successful. She had managed the all-important flow of information between the company and the press. Beyond that, she had certainly influenced the message. It had been her idea to dress the somewhat hairy and masculine CEO of Junglee in a shapely black dress, photograph him, and use the photo in an advertising campaign.

This might have been amusing at any time, but it was particularly so because it came on the heels of an almost identical photograph