

NEW MEDIA COMPANY, INNX, HIRES PROCTER & GAMBLE VETERAN AS VICE
PRESIDENT OF SALES AND MARKETING

August 30, 2000 / SAN DIEGO - INNX, Inc., a convergent media company, announced today its appointment of Teresa (Teri) Hirschfeld as Vice President of Sales and Marketing.

Ms. Hirschfeld is a seasoned marketing veteran with extensive experience in leading consumer, medical and trade marketing strategy and execution and in managing relationships with advertising, promotion and public relations agencies, major trade accounts and other critical business partners.

Prior to joining INNX, Inc., Ms. Hirschfeld spent 17 years in Marketing with Procter & Gamble. There she led multifunctional teams in P&G's Health Care and Beauty Care businesses (Crest, Peridex, Fixodent, Metamucil, Pepto Bismol, Safeguard, Cover Girl, and Max Factor), including traditional brand management as well as transitions of acquired businesses and startups of new brand and joint venture efforts. Hirschfeld also was a leader in the training and development of P&G marketing personnel, forging new paths in recruiting, diversity, and overall organization effectiveness. Most recently, she held the position of Marketing Director dedicated to profitably innovating the marketing of cosmetics to women worldwide using a breadth of both traditional and new media. That role included in-depth modeling of the shopping processes for different target audiences in different markets around the globe, creating and testing new consumer and trade strategies and tactics, and creating and building the internal/external multifunctional systems necessary for successful use of these innovations in the business.

"We could not be more pleased with this appointment," said Jak Severson, Chief Executive Officer for INNX. "Teri embodies the truly innovative spirit which every young company needs, while bringing some of the strongest sales and marketing skills in the industry to a company that is leading the targeted advertising trend."

"I am thrilled to be joining INNX as they are poised on the frontier of the convergence of the Internet and traditional media channels," said Hirschfeld. "I believe INNX has the vision and the caliber of people necessary to create a step-change in clients' ability to build their brands quickly, effectively and inexpensively by reaching consumers in ways that are relevant and credible to their lives."

Hirschfeld holds an MBA degree from Northwestern University and a BS in Pharmacy from The Ohio State University.

INNX is a leading provider of highly targeted advertising solutions and convergent programming that bring together traditional broadcast audiences with advertisers, both on the air and on the Web. INNX's Health programming currently reaches nearly 9 million viewers per day on 210 NBC television affiliates. The company has plans to expand programming in the fields of Technology, Travel, Consumerism, Law, Fashion, Finance, Home Improvement and Animals to the affiliates of NBC, ABC, CBS, Fox and their Broadband sites this coming winter. INNX is headquartered in San Diego, California with offices in San Diego and San Francisco.

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