

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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The Marine Mammal Center Launches www.marinemammalcenter.org

Marine Mammal Hospital Offers Hi-tech Educational Tool

SAUSALITO, CA . January 14, 2002 - Ringing in 2002 with another new communications initiative, The Marine Mammal Center, a world-renowned hospital for stranded wild marine mammals, today announced the launch of its new web site www.marinemammalcenter.org. Designed as an educational resource for children and adults, the new site provides information about the health of marine mammals. The Center rescues and releases back into the ocean along the Pacific coasts of northern and central California. Visitors to the site will also have access to current marine mammal research, they'll learn how they can volunteer their time with The Center and they'll be able to make donations and shop for marine mammal products - all online.

"We are excited to extend the fulfillment of our mission through the Internet, reaching people around the world with the knowledge we are gaining about marine mammal health and the veterinary care and science techniques that we are developing," stated Susan Andres, Director of Communications. The site contains an extensive reference section on marine mammals, educates about the important sentinel role of marine mammals, and brings to light individual animal cases underscoring the core rescue, rehabilitation and release mission of The Center. Incorporating the latest technology to make involvement easier, functionality includes online membership and Adopt-A-Seal® donation functions, as well as email alert registration and a volunteer extranet.

This new web site was developed through a collaborative partnership between The Marine Mammal Center and companies such as Blacksquare. Blacksquare share the

values of The Marine Mammal Center and donated creative and technical know-how and muscle to deliver on the goals of the project. "This project embodies what we at Blacksquare believe can happen online. We have taken the wealth of knowledge, which The Center has created, and made it accessible to the world for continuing education, research, and involvement. Using the latest technologies, from user interface design to streaming video, we are proud to have created an information-rich site that is also beautiful and easy to use," says Julia Ogrydziak, Founder and Partner at Blacksquare.

The Marine Mammal Center, a non-profit rehabilitation hospital, rescues marine mammals that are ill, injured or orphaned along 600 miles of northern and central California coastline. The Center rescues more marine mammals than any other organization in the world. By uniquely combining our rehabilitation program with scientific discovery and education programs, we strive to advance understanding of marine mammal health, connections to ocean health and to promote conservation. The year 2002 marks The Center's 27th year of conserving marine mammals and their habitat.

About Blacksquare (www.blacksquare.com) Blacksquare is a leading provider of technology-based solutions to Fortune 1000 companies. Blacksquare delivers smart technology driven solutions that improve business performance for a wide variety of customers, including The Gap, Chronicle Publishing, UC Berkeley, Microsoft and Fox Studios. Blacksquare has grown profitably since its inception and was founded in 1996 by Jeffrey Krause, former founder of Cadmium and Assistant Professor at the University of Hawaii, and Julia Ogrydziak, former researcher at MIT and concert violinist.