



OAUG Announces Implementation of Member Care Program

- Program enhances organization's ability to reach Oracle Applications users and provides additional value to members -

ATLANTA – April 29, 2004 – The Oracle® Applications Users Group (OAUG), the world's largest user knowledgebase for Oracle® applications users, today announced the implementation of its new Member Care Program, designed to engage, activate and renew interest in OAUG and its activities among existing and potential new members.

The program connects OAUG with individual members by encouraging enhanced, two-way communication via e-mail and phone, and through additional resources, such as an online OAUG member benefits tutorial for new members, special invitations to geographic user group meetings, eLearning opportunities, membership surveys and special events, including the annual Connection Point Conference in Orlando.

The eLearning opportunities and the benefits tutorial are two of the most popular elements of the program. Upcoming eLearning seminars cover various topics, such as 11i patching, customizing workflows and using business intelligence with Oracle's E-Business Suite. Seminars are open to both members and non-members and are presented by industry experts. For more details, visit www.oaug.org.

The online OAUG member benefits tutorial for new members includes a list of frequently asked questions and offers tips on how new members can get the most from their membership. The tutorial acts as a guidebook for new members who may be unaware of all the benefits OAUG membership offers them.

“OAUG’s Member Care Program further enables us to provide the best service to our members by fostering direct links between OAUG and applications users,” said Patricia Dues, president of OAUG. “The program also encourages users to actively participate in year-round OAUG events and have a greater impact on the Oracle applications community through increased attendance and participation.”

About Oracle Applications Users Group (OAUG®)

The Oracle Applications Users Group (OAUG) is the world’s largest knowledgebase for Oracle® Applications users. Representing more than 2,000 member companies worldwide and more than 25 percent of the Fortune 100, OAUG provides users of Oracle Applications with education, networking, training and support via a wide range of activities including conferences, publications, special interest groups and online communities. The OAUG serves as an advocate to Oracle Corp. on behalf of all Oracle Applications users. For more information about OAUG, visit the Web site at www.oaug.org.

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