



EDS and the Nobel Prize Series signed a three-year agreement in March 2007.

As part of this contract, EDS will:

- work with the Nobel Prize Series team to help develop educational programs to help raise awareness of sciences, technology and Nobel Prize categories
- provide systems and content support for nobelprize.org
- assist Nobel Media in broadening its marketing and media networks
- support the placement of Nobel content on television networks, with emphasis on increasing distribution and coverage.
- collaborate with the Nobel Prize Series on thought leadership and other projects

EDS AND THE NOBEL PRIZE SERIES

EDS is a global sponsor of the Nobel Prize Series, and we are proud to be associated with an organization that recognizes the ultimate in innovative thinking and academic achievement.

Collaborating with the Nobel Prize Series is a logical step between two organizations that focus on leadership in innovation and tapping into the future.

About the collaboration

To be associated with the Nobel Prize Series is another way for EDS to show to its clients, stakeholders and the world that EDS is linked with academic excellence and breakthrough philosophies and discoveries.

EDS will support Nobel Media and Nobel Web, the media and technology arms of the Nobel Prize Series. With the agreement, the Nobel Prize Series will benefit from EDS' expertise for developing technology and content for the organization's Web site, nobelprize.org.

EDS and its new partners will also work together to develop content and educational programs focused on increasing understanding of the disciplines covered by the Nobel Prize, and highlighting the role that technology plays in the advancement of Physics, Chemistry, Medicine, Literature, Peace and Economic Sciences.

Among these programs will be "Innovation Summits," consisting of panel discussions focused on the benefits arising from the intersection of business and technology. Held in targeted geographies, participants will include local business and academic leaders together with Nobel Laureates. A series of thought leadership papers linking Nobel-winning ideas and technological advances is also planned.

EDS will also work to facilitate a collaboration between the Nobel Prize Series and The JASON Project, founded by EDS in 1989. The JASON Project is a nonprofit subsidiary of the National Geographic Society dedicated to providing science curricula and professional development to one million middle-grades students and 20,000 teachers in 41 states and around the world. EDS currently delivers the technology backbone and technological expertise that brings The JASON Project to life, and hopes that the Nobel organization will further the project's efforts to reach out to school children, encouraging interest in art and science.



"Adding EDS as our Global Sponsor will allow the Nobel Prize Series to focus on our core purposes and let an industry leader support our technology strategy. We look forward to a strong partnership with EDS and welcome their expertise to help us keep an eye on our future needs."

Camilla Hylten-Cavallius,
CEO of Nobel Media.

About the partners

EDS

EDS (NYSE:EDS) is a leading global technology services company delivering business solutions to its clients. EDS founded the information technology outsourcing industry more than 40 years ago. Today, EDS delivers a broad portfolio of information technology and business process outsourcing services to clients in the manufacturing, financial services, healthcare, communications, energy, transportation, and consumer and retail industries and to governments around the world. Learn more at eds.com.

Nobel Media

Nobel Media AB is the media company which owns, produces and develops new media rights connected with the Nobel Prize. Its main objectives are to develop Nobel related programming through the Nobel Prize Series, increase international distribution through traditional as well as new media formats, and publish Nobel related materials. In addition, Nobel Media produces the Nobel Prize Concert, an annual event of the highest international standards.

Nobel Web

Nobelprize.org, the official website of the Nobel Foundation, acts as the online gateway to the Nobel Foundation's activities and hosts a unique collection of archival material on all Nobel Prizes from their inception in 1901 to the present day. Currently receiving well over 30 million visitors a year, Nobelprize.org aims to be the best source of information and educational materials relating to the Nobel Prizes, and the site offers audio and video interviews, articles and interactive games alongside coverage of the Prize announcements and award ceremonies. Building on this deep base of resources focused around every individual Nobel Prize, Nobelprize.org is now working to offer extra levels of understanding, affording visitors a larger view of the history of science and exhibiting each Prize within its broader context.

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