



New Management Book Delivers Wake-up Call to Today's Business Leaders; Knowledge Management Press Announces "The New Business Normal" Written by Entegris President & COO

MINNEAPOLIS, Minn., May 03, 2005 (BUSINESS WIRE) -- Knowledge Management Press today announced the release of "The New Business Normal," written by Michael W. Wright, President and COO of Entegris, Inc. (Nasdaq:ENTG). The book -- a frank management tome designed to reveal the new business realities stemming from today's dynamic global economy -- was released at the Minnesota High Tech Association's Spring Conference, as it aligned with the event's theme of "The Business of Technology - Emerging Global Realities." Wright's address to attendees focuses on the ways innovation and emerging technologies can fuel competitiveness and discuss the role of next-generation leaders.

In "The New Business Normal," Wright and contributing author Walter J. Ferguson illuminate the new landscape and examine the way business is conducted in the "New Normal." Through a compendium of best practices and case studies, the book details the realities today's current and emerging leaders face in this era of global business, outlining the challenges and issues affecting corporate survival and success in the years to come.

Some of the realities Wright outlines in "The New Business Normal" include:

- Innovation is becoming the new business model as differentiation through manufacturing wanes.
- Leadership must systematically deploy the right people, expand the brand and seek a seamless integration of supply chains.
- As more information is collated and codified in greater volumes and with greater speed, there is a risk to all employees of becoming ignorant at an accelerating pace.
- Emerging countries and world markets like China and India are exerting tremendous influence, presenting both perils and promise for global companies and economies.

"We developed 'The New Business Normal' for executives who mistakenly see economic life as a location, position or a perpetuation of the past rather than a journey," said Wright. "The reality remains that the business world we live in is permanently changed and strategies must be adapted to the new normal if companies hope to compete and succeed in this environment."

With more than 50 years of combined senior management experience, Wright and Ferguson wrote "The New Business Normal" to educate business leaders by providing insights and suggestions on how to navigate the new global business marketplace.

ABOUT ENTEGRIS

Entegris products and services protect and transport the critical materials enabling the world's leading technologies. As a leading materials integrity management company, Entegris provides products and services used in key technology industries including the semiconductor, data storage, chemical processing, biopharmaceutical, medical device and fuel cell.

Entegris is ISO 9001 certified and has manufacturing or service facilities in the United States, France, Germany, Japan, Malaysia and Singapore. Its advanced research laboratories are located in Minnesota and Colorado, USA. Directly and through distributors, Entegris provides customer support on six continents. Additional information can be found at www.entegris.com.

SOURCE: Entegris

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