



## **Science Dynamics Engages Madison & Wall Worldwide**

### ***Campaign Launched To Increase Investor Awareness of Company's New Corporate Growth Strategies***

**CHERRY HILL, NJ – (PRNewswire) – October 30, 2001** – Science Dynamics Corporation (OTCBB:SIDY) (SciDyn), a leading developer of proprietary, technologically-advanced telecommunications solutions for the IP Telephony and Institutional Call Control markets, today announced the engagement of Madison & Wall Worldwide, Inc., a nationally recognized, strategic financial communications firm, to increase awareness of the Company among individual investors, institutions, analysts, retail stockbrokers, media sources and other investment professionals.

Joy Hartman, President and Chief Executive Officer of SciDyn, stated, “For nearly a quarter of a Century, Science Dynamics has been renowned for its engineering excellence. Today, we are focused on coupling this award-winning reputation with an aggressive sales and marketing strategy designed to capitalize on prevailing growth opportunities in key industry sectors – particularly the IP Telephony and institutional correctional facilities call control market which boasts less than a dozen, qualified peer competitors. This is a strategy, which we believe our shareholders will favorably respond and the general investment community will ultimately appreciate. We look forward to working closely with Madison & Wall to effectively communicate this corporate growth strategy to our shareholders and to prospective investors.”

Michael Bowdoin, Vice President-Sales of Madison & Wall, added, “When conducting our due diligence on SciDyn, we were most impressed by management’s intelligent and thoughtful approach to repositioning the Company in today’s challenging telecommunications marketplace. We have come to appreciate that the benefits of using SciDyn’s technology are numerous. Aside from the Company’s intent to capture meaningful market share in inmate call control, it is one of only a few organizations in the world that is able to produce customized IP Gateways in an extremely short development cycle. This gives the Company a tremendous competitive advantage in the even larger IP telephony market – a market that many industry experts agree will explode over the next several years. With its aggressive global sales and marketing plan being deployed, Madison & Wall is confident that SciDyn could represent a very compelling investment opportunity for those investors seeking companies with an established legacy of success and a clear, concise plan of action for achieving future growth.”

#### ***About Madison & Wall Worldwide, Inc.***

Madison & Wall is a leading, nationally recognized, strategic financial communications firm that specializes in increasing mass-market awareness of its clients among individual investors, retail stockbrokers, institutional investors, analysts, the financial media and other investment professionals. Through its direct marketing initiatives - the Inside Wall Street-CD and Inside Wall Street direct mail programs, and its Web site, [www.insidewallstreet.com](http://www.insidewallstreet.com), Madison and Wall concentrates on pro-actively spotlighting undervalued, undiscovered or turnaround situations operating in emerging, high-growth industries. Since its founding in 1992, Madison & Wall has represented hundreds of public companies headquartered on six continents.

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***About Science Dynamics Corporation***

Headquartered in Cherry Hill, New Jersey, Science Dynamics Corporation (SciDyn) is a developer of telecommunications solutions. SciDyn's IP telephony products enable the seamless connection between traditional circuit switch-based networks and the next generation of packet-based networks. Products include: *The IntegratorC-2000*<sup>®</sup> series of IP Telephony Gateways, the *Commander II* Inmate Control phone system (also based on the *IntegratorC- 2000*<sup>®</sup> architecture) and the *VFX-200* series of Video over Frame Relay Access Devices (FRADs). Visit Science Dynamics' Web site at <http://www.SciDyn.com>.

*The Company is making this statement in order to satisfy the "safe harbor" provisions contained in the Private Securities Litigation Reform Act of 1995. This press release includes forward-looking statements relating to the business of the Company. Forward-looking statements contained herein or in other statements made by the Company are made based on management's expectations and beliefs concerning future events impacting the Company and are subject to risks, uncertainties and factors relating to the other factors, which Company's operations and business environment, all of which are difficult to predict and many of which are beyond the control of the Company, that could cause actual results of the Company to differ materially from those set forth above and elsewhere in the Annual Report. The Company may encounter competitive, technological, and financial and business challenges making it more difficult to market its products and services, the impact of which may in matters expressed in or implied by forward-looking statements. The Company believes that the following factors, among others, could turn affect the Company's results of operations and financial position, affect its future performance and cause actual results of the Company to differ materially from those expressed in or implied by forward-looking statements made by or on behalf of the Company: (a) the effect of technological changes; (b) increases in or unexpected losses; (c) increased competition; (d) fluctuations in the costs to operate the business; (e) uninsurable risks; and (f) general economic conditions.*

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