

NEWS RELEASE

For Immediate Release

Contact: Daniel Blasi
Product Genesis
617.234.0070 x200
daniel_blasi@productgenesis.com



Creating and Sustaining an Innovation Culture



Choate Hall & Stewart, LLP and Synchrony Venture Management Sponsor the Third Annual EIG Symposium!

CAMBRIDGE, MA, July 28, 2006 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that **Choate Hall & Stewart, LLP** and **Synchrony Venture Management** are the latest sponsors of the 2006 EIG (Entrepreneurship, Innovation and Growth) Symposium to be held November 6-7, at the Hotel Marlowe in Cambridge, MA. Choate Hall & Stewart, LLP and Synchrony Venture Management joins a prestigious list of sponsors for this year's symposium who sponsor and promote innovation. The other sponsors for the third-annual EIG Symposium include: the **Radical Innovation Group**, the **National Venture Capital Association (NVCA)**, the **National Institute of Standards and Technology (NIST)**, **Mass HighTech**, and **Blueprint Ventures**.

The third of these two-day, highly interactive, sessions titled ***Creating and Sustaining an Innovation Culture*** will continue to explore the challenges and importance of driving innovation in large organizations. This year, in addition to the regular assembly of experts and veteran practitioners we are also highlighting the output of two recent and high level research projects. One focusing on key drivers and emerging dynamics in **corporate venture capital** and the other on **corporate/university joint efforts for technology development**.

The EIG series is geared to address the needs of individuals managing New Business Development/ Growth departments, Corporate and Divisional R&D organizations, Internal Ventures/Corporate Venture Capital and Strategic Planning groups.

The symposium is an invitation-only event, and in order to maximize interactivity, we plan to cap the number of participants to roughly 100 people. As always, the structured presentations will be followed by parallel breakout sessions intended to maximize the interactions between participants.

About Choate, Hall & Stewart, LLP:

Choate, Hall & Stewart has maintained a position as one of the nation's leading law firms for over a century. While proud of our history and our past success, we are even more excited about our future. We have more than 200 lawyers and 250 other employees. Our clients range from Fortune 100 companies to leading venture capital and buyout funds to technology startups. Our attorneys are bright, creative, hard-working and aggressive problem solvers who understand our clients' businesses and have an unwavering commitment to helping our clients achieve their business goals.

For more information about Choate, Hall & Stewart, LLP, visit: <http://www.choate.com/>

About Synchrony Venture Management:

Synchrony Venture Management helps Global 2000 firms address the growing importance of private, venture-backed companies in the critical process of producing and commercializing innovation. Through these corporate venture capital investments, we help our clients drive continued growth and differentiation in their core businesses and identify opportunities for expansion. Our *Strategic Investment Assessment* offers our clients a detailed, rigorous review of their opportunities in direct venture capital investment and a roadmap to building a successful program. With

For more information about Synchrony Venture Management, visit: <http://www.synchronyvm.com/home.html>

About Product Genesis:

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: www.productgenesis.com.

About the Radical Innovation Group:

The Radical Innovation Group specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. Established in 2001 upon release of "Radical Innovation: How Mature Companies Can Outsmart Upstarts", the Radical Innovation Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle of major innovation investments and increase the success rate of bringing new business opportunities to market.

For more information about the Radical Innovation Group, visit: <http://www.radicalinnovation.com/>

About the National Venture Capital Association (NVCA):

The National Venture Capital Association (NVCA) is a trade association that represents the U.S. venture capital industry. It is a member-based organization, which consists of venture capital firms that manage pools of risk equity capital designated to be invested in high growth companies. NVCA's mission is to foster greater understanding of the importance of venture capital to the U.S. economy, and support entrepreneurial activity and innovation. The NVCA represents the public policy interests of the venture capital community, strives to maintain high professional standards, provides reliable industry data, sponsors professional development, and facilitates interaction among its members.

For more information about NVCA, visit: www.nvca.org

About the National Institute of Standards and Technology (NIST)

Founded in 1901, NIST is a non-regulatory federal agency within the U.S. Commerce Department's Technology Administration. NIST's mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

For more information about NVCA, visit: <http://www.nist.gov/>

About Blueprint Ventures:

With an average of fifteen years operating experience, **Blueprint Ventures** started their careers as entrepreneurs and operating executives in some of the IT industry's most fabled companies. Since 1996, they have leveraged their experience to invest in over sixty IT venture-backed start-ups, creating a unique network of hundreds of entrepreneurs who have benefited from partnering with Blueprint Ventures.

For more information about Blueprint Ventures, visit: www.blueprintventures.com

About Mass High Tech

Mass High Tech is an information services company with multiple products connecting executives throughout New England's innovation economy. For almost 25 years, *MHT* has been reporting breaking news and exploring current issues affecting the business of computer hardware, software, biotech, medtech, envirotech, Internet/WWW, R&D, telecommunications, aerospace & defense, systems integration, electronics, manufacturing and more. Our weekly business and technology newspaper is read by more than 60,000 decision-makers at tech and life sciences companies across the region.

For More information about Mass High Tech, visit: <http://masshightech.bizjournals.com/masshightech/>