

NEWS RELEASE

For Immediate Release

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

Save the Date!

The NVCA, the Radical Innovation Group and Product Genesis Present the Fourth Annual Symposium on Entrepreneurship, Innovation and Growth!

Symposium will be held October 3rd and 4th, 2007 at the Stanford Park Hotel in Palo Alto, California.

Product Genesis, the premier Strategic Innovation consulting firm, announces the fourth annual symposium on **Entrepreneurship, Innovation and Growth**, to be conducted in cooperation with the National Venture Capital Association (NVCA) and the Radical Innovation Group.

The 2006 Symposium focused on Organizing and Structuring for Innovation and included Dr. Ian MacMilan of the Wharton School of Business, Claudia Fan Munce, Managing Director of the IBM Venture Capital Group, and Dr. Bill Lucas from the Cambridge/MIT Institute among featured key note speakers.

The fourth of these two-day, hands-on, sessions continues to explore the topic of agility in large organizations and examines the issues related to large companies working together with small companies to promote an innovation environment. On Wednesday and Thursday, October 3rd and 4th, 2007 in Palo Alto California at the **Stanford Park Hotel**, representatives from Global 500 companies, Venture Capital groups, public sector organizations and academia will gather to discuss a variety of subtopics including: corporate vs. business unit responsibilities, the evolving role of corporate R&D organizations, high performance teams, etc.

2006 Sponsors:

The National Venture Capital Association (NVCA), the Radical Innovation Group, Blueprint Venture, NIST Advanced Technology program, Choate Hall and Stewart LLP, Synchrony Venture Management, and Product Genesis.

Attendees at last year's EIG Symposium represented the following companies:

ABS Ventures
Appleton
Blueprint Ventures
Cisco Systems, Inc.
Delphi
Herman Miller/Sonare Technologies
InfraReDx, Inc.
John Deere
MIT Enterprise Forum
NIST
Philips Medical Systems
Respironics, Inc.
Rensselaer Polytechnic Institute
Stryker Development
US Unlimited, Inc
Wharton School of Business

Adams Capital Management, Inc.
Austin Clean Energy Incubator
Cambridge/MIT Institute
Corning
Federal-Mogul Corporation
Hitachi
Intel and Intel Capital
LEVIN Institute at SUNY
MIT Sloan School of Management
NOVA Chemicals, Inc.
Pratt & Whitney
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The Dow Chemical Company
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Air Products and Chemicals, Inc.
Best Buy CO., Inc.
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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:



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.