

ACCELERATING SUCCESS THROUGH STRATEGIC INNOVATION

NEWS RELEASE

For Immediate Release

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Product Genesis to Present at Penn State's Smeal College of Business

Jeff Hovis, Managing Principal at Product Genesis, and Krystal Williams, Advanced Technology Marketing Manager at John Deere, will present on "Organizational Approaches to Implementing Innovative Solutions—Case Insights from John Deere" at the twenty-second annual Institute for the Study of Business Markets (ISBM) Members Meeting August 23 – 24 in College Park, Pennsylvania.

Product Genesis, the premier Strategic Innovation consulting firm, today announced that Jeff Hovis, Managing Principal at Product Genesis, has been selected to speak at the ISBM Conference titled: "**Key Challenges for B-to-B: Innovation and Organization,**" at the Penn State University Park Campus in State College, Pennsylvania August 23-24, 2005. Mr. Hovis and Ms. Williams join a select, invitation only group for this conference.

According to the ISBM, "growth is on the agenda—front and center. Profitable growth. Growth that builds on a company's key strengths and beyond cost cutting, mergers and acquisitions. Organic growth through the creation and marketing of fundamentally new, high-value offerings. Innovation." The conference will address fundamental organizational challenges because, "we've come through a difficult downturn, and the 'innovation resources' inside many firms need bolstering. How do you find these resources? Where do you put them in the organization for best success? How do you avoid "marginalizing" new talent, new ideas and new thoughts? How do you best get marketing and R&D resources connected to drive market-based innovation?"

At the meeting, "you'll hear the very latest research from Dr. Bob Cooper on the state of the art of innovation practice fresh from his research study of many B-to-B firms. You'll hear from practitioners from firms such as GE, DuPont, IBM, ChevronTexaco, John Deere, FranklinCovey and others on actions they have put in place to 'light the fire' of innovation and creation of new offerings—even in very difficult market situations."

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About the Institute for the Study of Business Markets

The Institute for the Study of Business Markets (ISBM) is a center of excellence in the Smeal College of Business Administration at Penn State. They are networked with researchers, educators and practitioners in business-to-business marketing in companies and universities throughout the world.

For More information about the ISBM Conference, **Key Challenges for B-to-B: "Innovation and Organization:"** visit: <http://www.smeal.psu.edu/isbm/seminars/spr05.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.

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