

NEWS RELEASE

For Immediate Release

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Product Genesis' Strategic Work Results in Two Innovation Awards

Cambridge, MA, February 10, 2004 – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that two of its Strategic Innovation programs have received The Chicago Athenaeum: Museum of Architecture and Design’s GOOD DESIGN™ awards for 2003. Founded in 1950, GOOD DESIGN is the world's oldest and most celebrated awards program that bestows international recognition upon designers and manufacturers for advancing new and innovative product concepts and originality. With the new awards, Product Genesis’ work has now received more the 80 national and international innovation recognitions.

The new awards resulted from **Performance Genesissm** Strategic Innovation support provided to two entrepreneurial clients, Hemedex, Inc. (www.hemedex.com) and Keybowl, Inc. (www.keybowl.com). Performance Genesis helps clients increase their design and development effectiveness, and deliver winning products on-time, on-budget and on-target.

For Hemedex, the Performance Genesis program delivered the Bowman Perfusion Monitor™, an innovative medical monitoring system for continuous, real-time tissue perfusion measurement. The Bowman Perfusion Monitor received FDA 510(K) clearance to be marketed in the United States in June of 2002, and today provides clinicians a powerful prognostic tool by quantifying tissue blood flow in continuous real time, and absolute units.

For Keybowl, the Performance Genesis program delivered the orbiTouch™ Keyless Keyboard, the first ergonomically designed computer input system for individuals with Carpal Tunnel Syndrome and Repetitive Stress Disorder. The Keybowl orbiTouch has also received the prestigious *Best of Innovations* award at the 2003 Consumer Electronics Show and the *da Vinci Award* for innovative assistive technologies.

As winning entries the Hemedex, Bowman Perfusion Monitor and the Keybowl, orbiTouch Keyless Keyboard become part of the Chicago Athenaeum's Permanent Collection.

According to The Chicago Athenaeum: Museum of Architecture and Design, “The award publicly acknowledges and elevates the best and finest new design and design innovation for products and graphics designed and manufactured

between 2001 and 2003. All products selected as GOOD DESIGN by the Museum and its jury are the quintessence of today's design innovation."

All GOOD DESIGN award winners are posted on the museum's web site at: www.chi-athenaeum.org.

About Product Genesis

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new 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 venture capital and private equity-backed firms, to Global 1000 corporations, accelerating their success in the industrial, commercial, consumer, medical and technology markets.

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

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