

NEWS RELEASE

For Immediate Release

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Product Genesis to Moderate the January MedDev Group (MDG) Forum Meeting

Cambridge, MA, December 19, 2005 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Jeff Hovis, Managing Principal at Product Genesis, will moderate the Medical Development Group (MDG) Forum Meeting titled “**Assessing Markets and Competition**”, January 11, 2006 at the Silicon Valley Bank in Newton, Massachusetts. Mr. Hovis joins a select group of speakers, panelists and facilitators involved with the monthly MDG Forum.

According MDG, “an exciting new technology that solves an unmet medical need is only part of the story. How do you define your addressable market and how big is it? Who are your customers, both users and purchase decision makers? What barriers to entry exist? What are the historical growth trends and what factors will drive future growth? What will motivate or deter users from adopting the new technology? Who is the competition and what is their likely response? Who else is working on solving the problem, in similar or drastically different methods, and what impact will these alternative methods have on the adoption of your product?”

“These and other questions need to be answered as you determine the commercial viability of a new product or technology. Join us on January 11th to hear different perspectives on how to answer these important questions. Learn from these experts the evaluation techniques they use, and how you can employ them as you assess your prospective markets and competition.” Panelists include: Joseph Kalinowski, Principal, Trilogy Associates; Tom Davison, CEO, Sontra Medical; and Bill Densel, Director, Endosurgery New Market Development, Boston Scientific.

About Jeff Hovis:

Jeff leads Product Genesis, and is responsible for executive-level interface for technology and innovation strategy client programs. In addition to his firm management role at Product Genesis, he serves as a senior advisor to *Global 2000* CTOs on strategic innovation issues. Jeff is a frequent guest lecturer at the MIT Sloan School of Management.

Jeff has extensive experience in strategic marketing and technology landscape projections for medical, life sciences, industrial, commercial, and consumer products, and is involved in all aspects of innovation strategy development, ranging from trend and convergence projections, market analysis, through market opportunity and business case synthesis, to platform, roadmap and product requirements specification generation.

About MDG:

MDG - Medical Development Group - is a network of medical device industry professionals dedicated to the advancement of the medical device industry in New England through the exchange of ideas and information among its members.

For more information about MDG visit: www.meddevgroup.org

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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