

NEWS RELEASE

For Immediate Release

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Product Genesis Sponsors the MIT Innovation Club

CAMBRIDGE, MA – April 27, 2005 - Product Genesis is pleased to announce that they are sponsoring the MIT Innovation Club. Product Genesis has built a strategic alliance with the MIT Sloan School of Management Innovation Club to help clients generate innovative ideas, commercialize new technologies, and develop the skills that can make a difference between success and failure. This unique partnership engages students, faculty, and the business community through interactive programs such as IdeaExchange brainstorms, Tech Testbeds, and a variety of creative events.

IdeaExchange Brainstorms

IdeaExchange sessions offer clients an opportunity to collaborate with faculty, industry experts, and fellow students to learn about emerging technologies and to brainstorm potential applications and associated trends. Instead of passively listening to the speaker, IdeaExchange attendees actively participate in the discussion, and, as a bonus, learn structured approaches to generating new ideas.

Technology Testbeds

Technology Testbeds offer clients a chance to evaluate and improve emerging products, and to understand the impact of the technology on their portfolio of products. By mindfully using new technologies in the real world, clients can begin to see what the future holds for them. By thinking through what the future will be like, clients can make better predictions about what else might be needed to make the vision of a new technology a reality.

About the MIT Innovation Club

The Innovation Club was founded to celebrate over 130 years of MIT innovation and to challenge the students of today to keep inventing the future. The balance of our intellectual and practical endeavors makes us the club that is very much about "where ideas come from."

For more information about the MIT Innovation Club, visit: <http://web.mit.edu/innovation/>

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 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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