

NEWS RELEASE

For Immediate Release

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Product Genesis Expands Strategic Innovation Services Offering

Cambridge, MA, January 20, 2004 – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced it has expanded its family of Strategic Innovation Services. Two new services, **Opportunity Genesissm** and **Portfolio Genesissm**, address the growing demand for support in maximizing the value created from a company’s technology and IP portfolio and pipeline. These new services join Product Genesis’ proven Strategic Innovation frameworks for whitespace innovation (Innovation Genesissm), Product and Portfolio Planning (Value Genesissm) and Product Development Performance (Performance Genesissm).

The new **Opportunity Genesis** Strategic Innovation service helps companies unlock the latent value in their existing technology and IP portfolio. The flexible approach is built on the proven Innovation Genesis framework for whitespace innovation, refocused to mine the latent capabilities of an established technology portfolio. Opportunity Genesis is equally appropriate for identifying new market opportunities for both pre-commercial and established technologies. The result is value creation from underutilized technology assets.

The new **Portfolio Genesis** Strategic Innovation service helps companies assess their technology pipeline, and identify the most effective technology roadmap to achieve their strategic objectives. The flexible approach is built on the proven Performance Genesis framework for development performance, and brings elements of Design for Six Sigma rigor to the technology development pipeline. Portfolio Genesis is applicable to challenges presented by both pre-commercial technologies and underutilized established technologies. The result is increased return on innovation from technology investments.

Craig R. Davis, Principal of Product Genesis, observed, “Value creation and return on innovation investments are top of mind issues for our corporate clients. They have increasingly asked us to apply the same rigor and pragmatic focus to their technology innovation challenges as we apply to their product innovation challenges. With the launch of our Opportunity and Portfolio Genesis services, we have codified our approach that systematically links a firm’s technology roadmap to its corporate and market strategy.”

As part of the new services launch, Product Genesis has also launched a new website, with expanded content of value to Strategic Innovators. The new website includes Product Genesis' Innovation Archive of Case Studies, Publication and Reports, and is available at www.productgenesis.com.

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.