

ACCELERATING SUCCESS THROUGH STRATEGIC INNOVATION

NEWS RELEASE

For Immediate Release

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Product Genesis is on the Move!

CAMBRIDGE, MA – May 16, 2005 - After seven years at 245 Bent Street, Product Genesis has moved to new offices at One Canal Park in Cambridge, Massachusetts. Our new offices are approximately ½ mile northeast of the MIT campus overlooking the Lechmere Canal Park and the Museum of Science.

We look forward to welcoming you to our new offices. The address for the new offices:

Product Genesis

Innovation Genesis, LLC
One Canal Park
Cambridge, MA 02141

Our phone and fax numbers remain the same:

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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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