

NEWS RELEASE

For Immediate Release

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Tim McCaffery Joins Product Genesis' Strategic Innovation Team

CAMBRIDGE, MA, July 28, 2006 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Tim McCaffery has joined Product Genesis as a Consultant. Tim has considerable experience developing innovative products for consumer, commercial, and military markets.

Previously at the U.S. Army, Mr. McCaffery managed the development of military equipment using disruptive technology. In addition to his experience with the U.S. Army, Mr. McCaffery has experience marketing new products and technologies developed by startup companies. Tim has been very active with international clients and market challenges, assisting in both US market entry strategies and broader international growth opportunity identification. Tim holds a B.S. in Chemical Engineering from the University of New Hampshire, a M.S. in Materials Science and Engineering from the University of New Hampshire, and an MBA from the MIT Sloan School of Management.

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 industrial, commercial, consumer, medical and technology markets.

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

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