



MEDIA ADVISORY – FOR IMMEDIATE RELEASE

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**San Diego MIT Enterprise Forum Presents
Creating Companies from Emerging Technologies on Feb. 20**
*Expert forum to provide perspectives from Cambridge, Menlo Park and San Diego,
and a sneak preview of the top ten technologies for 2008*

WHAT: The San Diego MIT Enterprise Forum, a non-profit organization affiliated with local business incubator CONNECT, will feature three technology leaders and the editor of *Technology Review* in a panel discussion on how different regions influence the creation of companies from emerging technologies. The insiders will also give a sneak preview of the groundbreaking technologies that they believe will power businesses in 2008.

WHO: Jason Pontin, *Technology Review*'s publisher and editor in chief, will preview the top ten technologies of the New Year. Pontin will discuss how these innovations will affect the creation of new businesses and the role each region can play in the company's success.

The Forum's panelists represent the pharmaceutical, venture capital, cleantech, and telecom/internet industries: Vimal Patel, principal at Menlo Park's Sierra Ventures, a 26-year-old venture capital firm with an investment focus in semiconductor, hardware systems and cleantech companies; Ken Kalb, CEO of Analog Analytics, the market leader in performance metrics and optimization for all off-line advertising; and Larry Stambaugh, President and CEO of Calando Pharmaceuticals, Inc.; a San Diego-based company developing delivery systems for messenger RNA and small molecules.

WHEN: Wednesday, February 20, 2008
Interviews Available 5:00 p.m. – 6:00 p.m., and following the presentation.
Presentation 6:00 p.m. – 8 p.m.

WHERE: The Salk Institute
Frederic de Hoffman Auditorium
10010 North Torrey Pines Road
La Jolla, CA 92037

About San Diego MIT Enterprise Forum

The San Diego MIT Enterprise Forum's mission is to educate entrepreneurs in an informative and entertaining environment in front of a diverse audience of San Diego business leaders and technologists, as well as capital and service providers. The Forum's mission reflects the ideals of the Massachusetts Institute of Technology's founders, who promoted education for practical applications. This history – rich with tradition – has evolved to one rich with innovation.

www.sdmitforum.org

About CONNECT

CONNECT is a non-profit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 1,200 companies and is widely regarded as the nation's most successful regional program linking inventors and entrepreneurs with the resources they need for success. Its programs include: Springboard, Venture Round Table, Frontiers in Science and Technology, FrameWorks, CEO Strategy Forum and Connect with CONNECT; affiliate programs with The Center for Commercialization of Advanced Technology (CCAT), Tech Coast Angels (TCA), Wireless-Life Sciences Alliance (WSLA), and MIT Enterprise Forum (MITEF); and its awards and recognition programs, Hall of Fame, and The Most Innovative Products (MIP) Awards.

www.connect.org

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