



**MEDIA ADVISORY - FOR IMMEDIATE RELEASE**

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Katie Gallagher  
Gable PR  
(858) 232-1711 (cell)  
katie@gablepr.com

**CONNECT to Announce 2007's Most Innovative Products  
at 20<sup>th</sup> Annual Awards Luncheon Dec. 14; Mayor to Speak**

*Product developed by Cymer Inc. to receive Otterson Award for  
Enabling Semiconductor Chip Production*

**WHAT:** Mayor Jerry Sanders is scheduled to speak at CONNECT's 20<sup>th</sup> Annual Most Innovative New Products Awards Luncheon on Dec. 14. Over 800 people are expected to attend San Diego's premier event celebrating the San Diego region's culture of innovation and entrepreneurship. Since 1988, the CONNECT MIP Awards have served as a benchmark for predicting San Diego's most successful emerging technologies.

In addition to awards for innovation, the ceremony includes the CONNECT Distinguished Contribution Awards in Technology and Life Sciences and the William W. Otterson Award, recognizing San Diego developed technologies or products that have "changed the world." This year's Otterson Award will be presented to the DUV Lithography Lightsource developed by Cymer Inc., used worldwide in the production of virtually all advanced semiconductor chips found in today's electronic appliances which impact the way we work, communicate and play. Past winners include: Code Digital Multiple Access (CDMA) for enhanced wireless communication developed by QUALCOMM; Rituxan for the treatment of non-Hodgkin's lymphoma developed by IDEC Pharmaceuticals; Viracept for treatment of the HIV virus developed by Agouron Pharmaceuticals; Falcon for fraud detection and prevention developed by HNC Software, Inc.; and most recently to the Hybritech Tandem PSA Assay for the early diagnosis of prostate cancer developed by Hybritech.

**VISUALS:** Exhibits will be on display for the media starting at 9:00 a.m.

More than a dozen new products will be on display prior to the luncheon. Hate removing your shoes at airport security? An innovative passenger screening system will be on display to **scan airline passengers with their shoes on**. Innovations also include a taste receptor-based technology to **discover and create novel flavors** and the first and only **FDA-approved injectable dermal filler to correct facial lines** and wrinkles.

**SOURCES:** **Duane Roth**, CEO of CONNECT and **Camille Sobrian**, COO of CONNECT will be available for interviews at the event from 11:00-11:30 a.m. and 1:00-2:00 p.m. San Diego's top innovators and scientists will also be available for interviews in the exhibit area prior to the lunch.

**WHEN:** **Friday, December 14<sup>th</sup>**  
Media access starts at 9:00 a.m.  
The exhibit opens to the public at 10:00 a.m.  
The luncheon runs from 11:30 a.m. – 1:00 p.m.

**WHERE:** The Hilton La Jolla Torrey Pines  
10950 North Torrey Pines Road  
La Jolla, CA 92037

### ***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 1,000 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, and Connect with CONNECT; affiliate programs with The Center for Commercialization of Advanced Technology (CCAT), Tech Coast Angels (TCA), and MIT Enterprise Forum (MITEF); and its awards and recognition programs, Hall of Fame, and The Most Innovative Products (MIP) Awards.

### **Contacts:**

#### ***CONNECT – 858-964-1300***

Nancy van Dillen  
858.518-6148  
[nvandillen@connect.org](mailto:nvandillen@connect.org)

#### ***Gable PR – 877-251-3888***

Tom Gable  
(619) 251-3881  
[tom@gablepr.com](mailto:tom@gablepr.com)

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