

FOR IMMEDIATE RELEASE

**CONNECT OPENS 2010 MOST INNOVATIVE
NEW PRODUCT AWARDS CALL FOR NOMINATIONS**

SAN DIEGO, CA - July 12, 2010 – CONNECT, recognized as the oldest and most successful accelerator in the US, has just opened the call for nominations for the 23rd Annual Most Innovative New Product Awards. The awards are open to the most innovative new products launched within San Diego, in San Diego's largest tech categories including: action and sport technologies, aerospace and security technologies, clean technology, communications and IT, hardware and general technology, life science-diagnostics and research tools, life science-medical products and software. The deadline for nominations is September 2nd.

“Each year the MIP Awards put San Diego's top innovations in the spotlight, achieving recognition for our region,” said CONNECT CEO Duane Roth. “Over the years the innovative products conceived and developed here in San Diego have resulted in significant contributions to the greater public, in fields ranging from improved communications to new medical treatments to greater security. Our position as an innovation leader is critical for our economy in terms of attracting research grants, investment capital, talented scientists, engineers and entrepreneurs.”

To be eligible for the 2010 MIP Awards, the product must be first introduced during the period of September 2009 to September 2010 and have generated revenue from sales.

Each year more than 100 companies enter the competition. Companies of all sizes and sectors have participated, including previous winners: Qualcomm, Entropic Communications, Pfizer, Senomyx, Biomatrix, Photometria, AIRSIS, Naviscan, Gen-Probe, SAIC, Awarepoint Corporation, WD-40, General Atomics Aeronautical Systems, Firewire Surfboards and ecoATM.

In addition to awards for innovation, the MIP ceremony includes the CONNECT Distinguished Contribution Awards honoring individuals in Technology and Life Sciences and the William W. Otterson Award, recognizing San Diego developed technologies or products that have "changed the world."

Winners will be announced on December 10th during a luncheon program at the Hilton La Jolla Torrey Pines. The event includes displays by many of the finalists. Over 800 of San Diego's business leaders, service providers, venture capitalists and researchers attend the event each year.

For eligibility criteria and the online nomination form, please visit: www.connect.org.

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