

FOR IMMEDIATE RELEASE

CONNECT Announces San Diego's Most Innovative New Products of 2011

San Diego Technology and Life Science Products Honored for Excellence, Innovation and Industry Impact

SAN DIEGO, Dec. 9, 2011 - CONNECT, regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success, today announced the winners of the 24th annual CONNECT Most Innovative New Product (MIP) Awards.

More than 850 of San Diego's top executives and entrepreneurs attended the premier networking event recognizing the best and most cutting-edge innovations released locally in the past year. Selected from more than 140 nominations, a record number in the history of the program, the eight product winners are those that are deemed to go on to have a worldwide impact, contribute to San Diego's economy and create high-paying local jobs.

The 2011 CONNECT MIP Award Winners are:

Action and Sport Technologies

Hydroflex™ for Hydroflex Supercharger

The only adjustable surfboards delivering revolutionary riding performance that are also the first fully recyclable surfboards due to the design requirements of only two components + air

www.hydroflex-surfboards.com

Aerospace and Security Technologies

Langford & Carmichael, Inc. for ScenGen

An Artificial Intelligence-based Scenario Generator that actually "thinks" of all possible test scenarios to assure that any technology functions correctly

www.langford-carmichael.com

Clean Technology

Genomatica for Process for High-Volume Chemicals from Renewable Feedstocks

A transformative manufacturing process that enables the production of intermediate and basic chemicals from renewable feedstocks

www.genomatica.com

Communications and IT

Ethertronics for Ether™ 1.2.1

An LTE Notebook Band Switching solution using active antenna system technology to tune across the required LTE bands while maintaining high performance

www.ethertronics.com

Hardware and General Technology

Memjet for Memjet Technologies

Printers capable of printing a page per second - offering users twice the speed and half the ownership cost of traditional printers

www.memjet.com

Life Science – Diagnostics and Research Tools

Life Technologies for Ion Personal Genome Machine (PGM™)

A bench-top system utilizing groundbreaking and disruptive semiconductor technology that enables rapid and scalable sequencing experiments

www.lifetechnologies.com

Life Science – Medical Products

Hypnoz Therapeutic Devices, Inc. for JED™ Jaw Elevation Device

An externally applied, non-invasive device that allows an anesthesia provider a hands-free solution to keep a patient's airway open

www.hypnozdevices.com

Software

MOGL for MOGL

The first web-based customer loyalty program that leverages psychology, technology and game mechanics to transform the way restaurants attain long-term success

www.mogl.com

In addition to celebrating the most innovative new products of the year, CONNECT also gave out two Distinguished Contribution Awards to individuals in San Diego who, through business activities and community involvement, have encouraged innovation and diversity of thought, thereby supporting the advancement of San Diego entrepreneurs. This year's honors went to **Rodney Lanthorne, Vice Chairman of Kyocera International** for his dedication to our local technology industry, and **Jim Schaeffer, Executive Director of Licensing and External Research for Merck Research Laboratories**, for his work in the life sciences.

The highlight of the luncheon continues to be the announcement of the **William W. Otterson Award**, CONNECT's highest honor recognizing technologies or products developed in San Diego that have demonstrated a significant positive impact on quality of life and gone on to change the world.

This year's Otterson Award was presented to **Gen-Probe's PROCLEIX® Blood Screening Assay**. Approved in 2002, the PROCLEIX® HIV-1/HCV Assay was the first FDA-approved nucleic acid test for screening donated human blood. Since its release, Gen-Probe has added to the capabilities of PROCLEIX® to include not only HIV and Hepatitis C, but also Hepatitis B and West Nile Virus. These assays have significantly increased the safety of the world's supply of donated blood, reducing the risk of contracting these deadly viruses from a blood transfusion in the US to approximately one in two million. Due, in large part to this revolutionary molecular assay, in 2004 Gen-Probe was awarded the National Medal of Technology, America's highest honor for technological innovation.

Now in its 24th year, CONNECT's MIP Awards are regarded the annual benchmark for predicting San Diego's most successful new products.

CONNECT has assisted in the formation and development of more than 3,000 companies in the San Diego region and is widely regarded as one of the world's most successful organizations linking inventors and entrepreneurs with the resources they need for commercialization of innovative products in high tech and life sciences. The program has been modeled in more than 50 regions around the world. CONNECT has been recognized by Time, Inc. and Entrepreneur magazines and in 2011 won the national State Science and Technology Institute's 2011 Excellence in Tech Based Economic Development Award for Building Entrepreneurial Capacity. In 2010, CONNECT was the recipient of the Innovation in Economic Development Award from the U.S. Department of Commerce for creation of Regional Innovation Clusters. CONNECT manages the San Diego, Imperial Valley, Inland SoCal Innovation Hub (iHub) designated by the state of California Governor's Office of Business & Economic Development in 2010. Key to our success has been the unique "culture of collaboration" between research organizations, capital sources, professional service providers and the established industries.

For More Information Contact:

Laura Parsons

Manager, Innovation Programs

CONNECT

lparsons@connect.org

(858) 964-1302