



FOR IMMEDIATE RELEASE

December 14, 2007

Contact: Liz Dill
Gable PR
(720) 732-0147 (cell)
liz@gablepr.com

**CONNECT ANNOUNCES WINNERS OF
20th ANNUAL MOST INNOVATIVE NEW PRODUCT AWARDS**

*San Diego Technology and Life Science Companies
Honored for Excellence in Transforming Ideas into Products*

SAN DIEGO – CONNECT today announced the winners of the 20th Annual Most Innovative New Product (MIP) Awards. Mayor Jerry Sanders opened the Awards presentation, which honor the vision, hard work and perseverance that transform ideas and technologies into products. This year's theme, *20 Years of Innovation*, recognized the global contributions by San Diego's vital technology and life science communities over the past two decades.

The MIP Award winners were selected from approximately 100 entries representing a broad range of companies within seven categories.

The 2007 MIP Award winners are:

Clean Technology

Advanced Transit Dynamics, Inc. for TrailerTail. The TrailerTail is a patented drag-reduction device being brought to market by Advanced Transit Dynamics to improve fuel efficiency and reduce the carbon footprint of the world's trucking fleets.

Communications Technology & Hardware

Luxtera for CMOS Photonics 10Gbps transceiver. Luxtera the world leader in CMOS photonics is the first company to deliver a commercial, single chip optical transceiver. Luxtera is currently accelerating wide deployments of fiber in data centers and it will soon bring optics to mainstream multi-billion dollar consumer markets.

General Technology

Senomyx, Inc. for Senomyx Savory Flavor Ingredients. The ingredients, which are used to reduce or replace MSG, were discovered and developed using the company's cutting-

edge knowledge of human taste receptors and its proprietary assay systems. These novel flavors are now incorporated in products being marketed by Nestle, the world's largest food company.

Life Sciences – Diagnostics & Research Tools

RegeneMed, Inc. created RegeneTOX. A tool that provides human tissues in the lab to replace non-predictive animal testing and cell assays to identify potentially toxicity in drugs before costly clinical trials, enabling scientists to fail early, fail cheaply and focus time and money on winning, effective drugs. Pharmacy loses approximately \$1 million per day on drug failures in clinical trials, and most clinical failures are due to organ toxicity and not efficacy. RegeneTOX will greatly relieve these losses.

Life Sciences – Medical Products

Artes Medical for ArteFill. The first and only FDA-approved permanent injectable dermal filler marketed to men and women for the correction of wrinkles known as smile lines, or nasolabial folds.

Security Technology

Seacoast Science, Inc. for SC-210. A chemical detection system which incorporates two detection technologies that work together to detect multiple classes of dangerous chemicals while reducing the potential for false alarms.

Software & IT

AIRSIS, Inc. for PortVision. PortVision provides complete visibility and transparency to all commercial ship activity by deriving business intelligence from over seven million VHF collision-avoidance signals transmitted by ships each day. This data provides users with up-to-date information about vessel activities and allows them to take immediate action based on both real-time and historic information.

In addition to celebrating the most innovative new products of the year, CONNECT also announced winners of the CONNECT Distinguished Contribution Awards in Technology and Life Science and the William W. Otterson Award.

The CONNECT Distinguished Contribution Award in Technology and Life Science recognizes individuals in San Diego who, through community involvement and business activities, have encouraged life science or high technology innovation, thereby supporting the advancement of the regional economy. This year, the Life Science award went to Ted Roth, managing partner, Roth Capital Partners. The Technology award went to Dr. Mary Walshok, Dean, UCSD Extension and a co-founder of CONNECT.

In memory of CONNECT's founder and first executive director, Bill Otterson, the William W. Otterson Award recognizes San Diego developed technologies or products that have changed the world. This year's Otterson Award was presented to Cymer Inc. for its DUV Lithography Lightsource. Cymer's technology is 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 of the

Otterson Award 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.

The winners were announced December 14th at the Hilton Torrey Pines Hotel to a sold-out audience of over 800 of San Diego's top executives, entrepreneurs, service providers and academics.

“The competition in each category was among the best in the history of MIP,” said Duane Roth, chief executive officer of CONNECT. “The companies and individuals honored here today should be very proud. They join an impressive roster of previous winners and exhibit the best qualities of the entrepreneurial spirit that has established San Diego's global reputation as a leader in innovation.”

Now in its 20th year, the CONNECT MIP Awards continue the tradition of showcasing local companies with cutting-edge high technology. From early stage biotechnology companies to the first products generated by the region's telecommunications boom, the awards program has been an indicator of the industries and technologies that have stimulated the San Diego economy.

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: Breakaway Innovation Series, 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

Gable PR – 877-251-3888

Liz Dill
(720) 732-0147 (cell)
liz@gablepr.com

Tom Gable
(619) 251-3881 (cell)
tom@gablepr.com

###