



FOR IMMEDIATE RELEASE

July 14, 2008

**CONNECT Adds New Categories and Opens Call for Nominations
For 2008 Most Innovative New Product Awards**

*Categories Now Include Action and Sport
and Aerospace Technologies to Mirror Changing Local Economy*

SAN DIEGO - CONNECT, one of the nation's most successful regional economic development programs for high technology and life science innovators, announced that it has added two new award categories for the 2008 Most Innovative New Product (MIP) Awards -- action and sport technologies and aerospace technology -- to mirror new economic growth and achievements in the sectors.

“The MIP Awards have been an indicator of the industries and technologies that have stimulated the San Diego innovation economy for the past 21 years,” said Duane Roth, chief executive officer of CONNECT. “Both the action and sport and aviation categories are new, exciting and fast-growing. They add to the diversity of our economy and we are looking forward to seeing their first entries into MIP.”

Roth said applications are now being accepted and he urged early submissions in the region’s premier awards program celebrating innovation and entrepreneurship. More than 100 companies of all sizes are expected to enter in eight categories: action and sport technologies, aerospace and security technologies, clean technology, hardware and general technology, life science-diagnostics and research tools, life science-medical products, software and IT and wireless communications. The deadline is August 29.

Winners will be announced on December 12 before an audience of more that 800 of San Diego's top executives, entrepreneurs, service providers, and academics. Since 1988, the CONNECT MIP Awards have served as a benchmark for predicting San Diego’s most successful emerging technologies.

This year’s winners will join an impressive roster of previous winners including: Qualcomm, Entropic Communications, Pfizer, Senomyx, Gen-Probe, SAIC, Awarepoint Corporation and WD-40. In addition to awards for innovation, the MIP ceremony

includes the CONNECT Distinguished Contribution individual Awards in Technology and Life Sciences and the William W. Otterson Award, recognizing San Diego developed technologies or products that have "changed the world." Last year's Otterson Award was for the DUV Lithography Lightsource, developed and marketed by Cymer Inc.

To be eligible for the 2008 MIP Awards, the product must have been developed in San Diego, been first introduced during the period of September 1, 2007 to September 30, 2008 and generated revenue from sales. For further information about the program and to submit an application visit: <http://www.connect.org/programs/most-innovative-products-award>. To register to attend the 21st annual Most Innovative New Product Awards luncheon and exhibit visit: <http://www.connect.org/programs/most-innovative-products-award/join/>.

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. Each year CONNECT delivers more than 300 programs and services that benefit more than 2,000 CEOs and companies. CONNECT 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 including 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.

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