



FOR IMMEDIATE RELEASE

December 12, 2008

**CONNECT Announces San Diego's Most Innovative
New Products of 2008**

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

SAN DIEGO – CONNECT, San Diego's technology and life sciences accelerator, today announced the winners of the 21st Annual Most Innovative New Product (MIP) Awards. More than 800 of San Diego's top executives, entrepreneurs and academics attended the lunchtime event at the Hilton La Jolla Torrey Pines Hotel. Since 1988, CONNECT's MIP Awards have served as a benchmark for predicting San Diego's most successful emerging technologies.

The MIP Award winners were selected from more than 100 entries representing a broad range of companies within eight categories, including two new award categories this year: Action and Sport Technologies and Aerospace Technology.

The 2008 MIP Award winners are:

Action and Sport Technologies: Firewire Surfboards for Direct Drive

Direct Drive is a high-performance surfboard designed with non-traditional and more environmentally friendly materials, resulting in a lighter, stronger, and flexible surfboard with increased performance.

Aerospace and Security Technologies: Avaak for Vue Personal Video Network and General Atomics Aeronautical Systems for Sky Warrior Block Zero Unmanned Aircraft System (UAS)

Both products received equal votes from the judges, resulting in the first tie in the program's 21 year history.

Avaak created a wire-free video system that provides a convenient way for consumers to keep an eye on their families, homes, and businesses from virtually anywhere.

Featuring a heavy-fuel engine for increased supportability in the field, General Atomics Aeronautical Systems' UAS is a multi-mission aircraft for U.S. Army operations that

provides long-endurance, persistent intelligence, surveillance and reconnaissance, and tactical strike capability.

Clean Technology: Reaction Design for Energico

This software solution enables virtual experimentation of low emission design alternatives for power generation and transportation engines.

Hardware and General Technology: Semtek Corporation for Cipher Module

Cipher Module is a three step security platform to address credit card fraud by providing a definitive set of security solutions at the point of sale.

Life Science – Diagnostics and Research Tools: Silicon Kinetics for SKi Pro

Silicon Kinetics developed the world's first 3D label-free platform for bimolecular interaction analysis in disease pathway research, biomarker discovery, drug discovery, drug and vaccine development and quality control in drug manufacturing.

Life Science – Medical Products: Ablation Frontiers for Catheter Ablation System

This system delivers a safer, faster and more customized approach to the treatment of Atrial Fibrillation, an abnormal heart rhythm.

Software & IT: Photometria for TAAZ.com

TAAZ.com brings state-of-the-art computer technology into fashion and beauty with a realistic virtual makeover site where visitors can try makeup and hairstyles from the comfort of their homes.

Wireless Communications: Mushroom Networks for PortaBella

PortaBella is the industry's first one-sided wireless broadband bonding appliance delivering the fastest available mobile Internet connection for downloading and uploading media-rich data.

In addition to celebrating the most innovative new products of the year, CONNECT also announced the William W. Otterson Award recipient. In memory of CONNECT's founder and first executive director, Bill Otterson, the Otterson Award recognizes technologies or products developed in San Diego that have demonstrated a significant positive impact on quality of life.

This year's Otterson Award was presented to MedStation, a product developed in San Diego by Pyxis Corp., now a Cardinal Health company. MedStation is an automated medication dispensing system for hospitals and other health care facilities. It was introduced in 1989, revolutionizing the way nurses got drugs for patients. Pyxis MedStation automates the distribution, tracking, management and security of medications.

“In our current economic situation, creative leadership and innovation is critical to San Diego maintaining its position as global leader in the technology and life sciences

industries,” said Duane Roth, CEO of CONNECT. “The MIP winners are great examples of the many companies that keep our region at the cutting-edge of technology.”

The CONNECT MIP Awards program has been an indicator of the industries and technologies that have stimulated the San Diego economy, from early stage biotechnology companies to the first products generated by the region’s telecommunications boom.

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; new industry cluster development; 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 New Product (MIP) Awards.

Contact:

CONNECT – 858-964-1300

Nancy van Dillen
(858) 518-6148
nvandillen@connect.org

Gable PR – 619-284-1714

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

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