



PRESS RELEASE

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V2R Group Executives to Address Florida Technology Leadership at the 4th Annual Florida Tech Transfer Conference

V2R Group Chairman and CEO Bahram Yusefzadeh and President Erik Sander to Present on Commercialization of University Technologies and Groundbreaking International University / Industry Collaborations Study

ORLANDO, FL (MAY 27, 2007) – V2R Group, a leading company focused on the commercialization and management of highly innovative technologies, is scheduled to present and participate as a Gold Sponsor at the 4th Annual Florida Tech Transfer Conference, “*Translational and Applied Research: From Bench to Bedside.*” The conference, produced by the Florida Research Consortium, is being held May 29 – 30, 2007 in Miami, Florida with over 300 attendees including international thought leaders from the ranks of university researchers and administrators, government agencies, Fortune 50 companies, and leading entrepreneurs.

Prestigious panels of industry and academic experts will participate in the two day conference, featuring breakout sessions covering a wide range of topics including cutting edge trends in technology transfer, commercial partnerships between industry and universities, funding strategies, intellectual property, and Florida initiatives.

According to V2R Chairman Bahram Yusefzadeh, “Florida universities have earned praise worldwide for playing a leading role in partnering with business to introduce cutting edge technologies in both the United States and abroad. V2R Group is honored to work closely with the academic community and universities to identify innovative technologies and to commercialize these discoveries by spinning off companies and bringing new products and services to market.” Yusefzadeh added, “We are proud to participate in the 4th Annual Florida Tech Conference. We’re pleased to have the opportunity to share our knowledge and expertise of the technology transfer and commercialization process, as well as to learn from our colleagues and have access to the latest findings and information in the industry.”

Yusefzadeh will speak at the Florida Tech Transfer Conference about his experiences as a seasoned entrepreneur and how to successfully bridge the gap between universities and the private sector. Yusefzadeh’s comments will focus on the fact that investments in research at major Florida universities now total over \$1.6 billion and he will share his insights on how business and academia can partner to form successful business ventures.

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V2R Group President Erik Sander will also present at the conference, sharing the results of a recent National Science Foundation International Best Practices Study on Universities and the Commercialization of Technology. Sander and the consulting team traveled to seven countries and visited 35 university-industry research centers over the last year to identify best practices in university-industry collaborations and technology transfer for this milestone National Science Foundation study.

Jack Sullivan, Executive Director of the Florida Research Consortium commented, “V2R Group is a key player in university technology commercialization and their participation in the Florida Research Consortium and the Florida Tech Transfer Conference adds substantial value to these groups. The V2R Group executive team’s experience in university technology commercialization is truly unique and we greatly appreciate their participation in sharing their insights with Florida’s academic, industry, and government technology leaders.”

About V2R Group, Inc.

V2R Group is a leading company focused on the commercialization and management of highly innovative technologies. A key element of the V2R business model is to partner with universities to facilitate the transfer and commercialization of revolutionary technologies, with a focus on mid-stage high-tech businesses that have been developed past the initial research and development stage. V2R is led by a management team with many years of experience in technology commercialization and business. For more information, visit www.v2r.com

About the Florida Research Consortium and Florida Tech Transfer Conference

The Florida Research Consortium is a not-for-profit strategic partnership between Florida’s universities, the business community and state government. The Florida Tech Transfer Conference is the premier event for the exhibition of the state’s top research university technologies available for commercialization and licensing. For more information, visit www.floridaresearch.org.

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