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TODAY: Wharton Business Plan Competition Finalists Vie for \$80,000 in Prizes

*Biopsy Technology And Jet Powered Hammers Part Of Trend
Toward Diverse, Market-Driven Innovation*

PHILADELPHIA, Pa., April 22, 2002—The Wharton Business Plan Competition <www.whartonbpc.com> has announced the eight finalists who will vie for a \$25,000 grand prize at the annual Wharton Venture Fair taking place on TODAY, Monday, April 22 from 1:00-7:00 p.m. The awards ceremony begins at approximately 5:45 pm. The Venture Fair and the awards ceremony will take place at the Hall of Flags on the University of Pennsylvania campus and are open to registered guests.

The Wharton Business Plan Competition finalists are:

1. BondMyAuction: security and efficiency technology for online auctions
2. BrightPoint Technology: enhancements for high-performance computing applications.
3. Envisia Inc.: patented system to obtain the non-invasive virtual bone biopsy (VBB)
4. Jet Technologies Inc: pile driving and hammering using an industrial jet engine.
5. PharmaKinetix: bio-nanotechnology therapeutics for treating inflammatory diseases
6. Q Systems: customer relationship management and call center technology midsize credit unions
7. RayLink Systems: repairs and servicing of medical equipment and systems via the Internet.
8. Sterling Pharmaceuticals: biocompatible, elastomeric resin product for treatment of wounds

Last year, the Venture Fair attracted over 200 venture capitalists, investment bankers, attorneys and students. Distinguished judges scheduled to select the winning team at the Venture Fair come from such companies as Johnson & Johnson, Apax

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Ventures, the Goldman Sachs Group, Inc., *Business 2.0*, Canaan Partners and J.P.

Morgan Partners, LLC. The event also will feature a keynote address by Phil Friedman, President, CEO and founder of Computer Generated Solutions, Inc.

At the Venture Fair, the eight student teams will make 20--minute presentations to judges drawn from the business and venture capital community who will then evaluate the persuasiveness and viability of each business plan. With the announcement of the finalists, one trend emerging this year is the range of products and services represented including technology for non-invasive biopsies, software based call centers for smaller financial institutions, and a new jet-powered industrial hammer.

The Competition -- which is open to any Penn student and is managed by the Wharton School’s Entrepreneurial Management Program – will distribute up to \$80,000 in cash prizes this year including the grand prize.

“We are quite pleased that the finalists this year are among the most diverse since the Competition’s founding,” says Anne Stamer, associate director for Wharton Entrepreneurial Programs. “The days of ‘get rich quick’ seem over since we’re seeing quite sophisticated, market-driven business plans. Students are telling us this is partly a result of the mentoring and other support opportunities the Competition provides.”

Now in its fourth year, The Wharton Business Plan Competition has spawned a number of successful businesses including PayMyBills.com, Slingshot Solutions and Orange Marketing. Notable this year is the launch of the first ever education “industry

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track” in partnership with Penn’s Graduate School of Education, as part of its goal to encourage participation by all entrepreneurial-minded students at the University of Pennsylvania. The new education track is sponsored by The Goldman Sachs Foundation, which is also a Gold Sponsor of the Competition itself.

About the Wharton School and the Wharton Business Plan Competition

The Wharton School of the University of Pennsylvania <www.wharton.upenn.edu> is recognized around the world for its academic strengths across every major discipline and at every level of business education. Founded in 1881 as the first collegiate business school in the nation, Wharton has approximately 4,600 undergraduate, MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 75,000 worldwide

Wharton was the first school to develop a fully integrated curriculum of entrepreneurial studies. Today, Wharton's Goergen Entrepreneurial Management Program is one of the largest entrepreneurial teaching programs in the world, offering more than 20 courses to some 2,000 students and entrepreneurs. The faculty of over 20 professors and practitioners teach courses for undergraduate and graduate students and guide initiatives for entrepreneurs.

For more information on the Wharton Business Plan Competition, go to:
<www.whartonbpc.com>

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