

Wharton Entrepreneurship Conference Features Founders of Vonage, Half.com and Real Media

Philadelphia event among largest for small business, franchise opportunities and all entrepreneurs

PHILADELPHIA, PA — Nov. 16, 2004 — The Wharton Entrepreneurship Club and the Wharton Graduate Association are proud to announce the 8th Annual Wharton Entrepreneurship Conference. Annually it is one of the largest Philadelphia events aimed at small businesses and entrepreneurs. This year's theme, "6 Paths to Entrepreneurship – From Inspiration to Implementation", explores various avenues available to pursue an entrepreneurial career - from starting, acquiring or franchising a business to social entrepreneurship. The Conference will be held on Friday, December 3, 2004 at the Park Hyatt Philadelphia at the Bellevue Hotel (Broad and Walnut Streets, Philadelphia, PA 19102). Details and registration information are available at: <http://www.whartonentreconf.org/>

The day long Conference will feature panels, workshops and one-on-one sessions to educate experienced and budding entrepreneurs on how to build successful organizations. The Panels feature successful small business owners, venture capitalists, professional service providers, Wharton faculty and business reporters covering a broad range of topics -- from the idea generation phase and funding of a new venture to evaluating alternative entrepreneurial paths that have lower risk profiles than that of a traditional start-up. Attendees will also enjoy significant networking opportunities, allowing them to develop stronger ties with the Philadelphia and Mid-Atlantic entrepreneurial community.

Jeffrey Citron, the Chief Executive Officer of Vonage, a company that is transforming the way consumers make phone calls, and founder and CEO of Datek, a company that was acquired by Ameritrade for \$1.3 billion, will kick off the Conference with the opening Keynote Address. The Conference's lunch time Keynote speakers are David Morgan and Josh Kopelman. David Morgan is the founder and former CEO of Real Media, a global marketing technology and service company with over 500 employees in 19 countries. At present, he is the CEO of Tacoda systems, a company he founded in 2001 that is pioneering next generation marketing technologies. Josh Kopelman, while an undergraduate student at Wharton, co-founded Infonautics Corporation in 1991 – and took it public on NASDAQ in 1996. Three years later, he founded Half.com, which was sold to eBay within its first year of existence. Just this past year Josh helped to found Turntide, a provider of anti-spam solutions, and sold it to Symantec after only five months.

The Conference is proud to announce Cohen Partners LLC, Wharton Entrepreneurial Programs, The Mack Center for Technological Innovation, Drinker Biddle Reath and Booz Allen Hamilton as sponsors for the 2004 Wharton Entrepreneurship Conference.

The Wharton Entrepreneurship Conference is an independent student-run conference at the Wharton School of the University of Pennsylvania open to all students, alums and members of the general entrepreneurial community.

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