

9th Annual Wharton Entrepreneurship Conference Features Founders of Pizza Hut and Tradescape

PHILADELPHIA, PA — October 27, 2005 — The Wharton Entrepreneurship Club and the Wharton Graduate Association are proud to announce the 9th Annual Wharton Entrepreneurship Conference. This year's theme, "Reaching Beyond Your Grasp", seeks encourage students and entrepreneurs to pursue their venture ambitions by equipping them with tools, knowledge, and exposure to highly successful entrepreneurs. The Conference will be held on Friday, November 11, 2005 at the Union League of Philadelphia (140 South Broad Street, Philadelphia, PA 19102).

C. Howard Wilkins Jr, the Founder of Pizza Hut Corporation of America and a former U.S. Ambassador to the Netherlands, will deliver the Conference's lunch time Keynote Address. In 1966 he built, owned, and operated 13 Pizza Hut restaurants in the State of Kentucky and acted as president of Pizza Huts of Louisville, Inc. Later he merged his Kentucky-based Pizza Hut franchises into Pizza Corporation of America, the corporation that eventually became Pizza Hut, Inc. Mr. Wilkins is also the founder and chairman of the Maverick Development Corp. and is an active private investor and fundraiser.

Omar S. Amanat, the founder and ex-CEO of Tradescape will be delivering the morning Keynote Address. Mr. Amanat was the Founder, CEO and majority shareholder of Tradescape Corp, a next generation brokerage and technology firm for professional investors, which he founded in 1997 and sold to E*Trade Financial in 2002, becoming one of E*Trade's largest shareholders. He is also the recipient of the prestigious Albert P. Einstein Technology award for outstanding corporate citizenship and sits on the Board of Trustees for the Harlem Youth Development Foundation.

The day long Conference will feature panels and workshops to further educate experienced and budding entrepreneurs on how to build successful organizations. The Panels feature successful entrepreneurs, venture capitalists, professional service providers, and Wharton faculty and business reporters covering a broad range of topics -- from idea generation and venture financing to family businesses to industry-specific entrepreneurship. Attendees will also benefit from significant networking opportunities, allowing them to develop stronger ties with the Philadelphia and greater entrepreneurial community.

The organizers are also proud to announce Cohen Partners LLC, the Mack Center for Technological Innovation, Sprint, and Wharton Entrepreneurial Programs as sponsors for the 2005 Wharton Entrepreneurship Conference. Their commitment makes possible the conference's objective of community the viability of entrepreneurship as career path.

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 entrepreneurial community. The Wharton Entrepreneurship Club is a consortium of Wharton students, faculty, and staff with the common goal of fostering an entrepreneurial spirit and is committed to educating and instilling in its members the insight, ideas, and inspiration to build and create successful new ventures.

Details and registration information are available at: <http://www.weconference.org>

For further information, please contact the Conference Co-Chairs –
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