

# Wharton**News**

\*\*\* MEDIA ALERT \*\*\*

## Wharton Business Plan Competition Winners to Ring NASDAQ Closing Bell August 8

*Event will showcase student team SmartMotion Technologies, which developed a power-efficient, lightweight motor for prosthetic and robotic applications*

### **WHAT:**

Wharton Business Plan Competition grand prize winning team SmartMotion Technologies (fka MuscleMorph) will ring the closing bell at The NASDAQ Stock Market in its MarketSite broadcast studio. Providing remarks and available for interviews are SmartMotion Technologies' co-leaders, including Howard Katzenberg, a 2006 graduate of the Wharton School from Rockland County, NY.

SmartMotionTechnologies has filed two provisional patents for its technology which provide a novel, cost-effective solution for matching biological muscle movement. Also available to the media are representatives of Wharton Entrepreneurial Programs, which oversees the Competition.

### **WHEN/WHERE:**

August 8, 2006 at 3:45 p.m.  
NASDAQ Studio  
43<sup>rd</sup> St. & Broadway

### **HOW:**

Representatives from the media are invited to attend, but registration is required. To register, please **contact Peter Winicov at 1-215-746-6471 or [winicov@wharton.upenn.edu](mailto:winicov@wharton.upenn.edu)**.

### **ADDITIONAL INFORMATION:**

- Wharton Business Plan Competition: <http://www.bpc.wharton.upenn.edu>
- Wharton Entrepreneurial Programs: <http://www.wep.wharton.upenn.edu>
- Grand Prize winners press release:  
<http://www.wep.wharton.upenn.edu/pressReleases.aspx>

###