

10th Annual Wharton Entrepreneurship Conference Features Founders of Glaceau, the owner of vitaminwater and Vault Inc.

PHILADELPHIA, PA — November 09, 2006 — The Wharton Entrepreneurship Club and the Wharton Graduate Association are proud to announce the 10th Annual Wharton Entrepreneurship Conference - one of the East Coast's largest and most widely attended annual Entrepreneurship Conferences. Last year's conference attracted over 500 attendees and this year we anticipate increasing our audience to exceed more than 700 entrepreneurs, business leaders and students.

This year's theme, "Start Small, Finish Big", focuses on entrepreneurial success stories of humble beginnings leading to great successes and will be held on Friday, November 17, 2006 at the Union League of Philadelphia (140 South Broad Street, Philadelphia, PA 19102).

Darius Bikoff, Founder of Glaceau, the brand owner of vitaminwater and smartwater and Sam Hamadeh, Founder, Vault Inc., will be addressing this year's conference as a keynote speakers. Darius's vision fulfilled the need for "better water" and he created a winning product. Glaceau has experienced more than 200% compounded annual growth since its inception and now sells more than five million bottles daily. Glaceau recently sold a 30% stake to India's Tata Tea for \$677 million.

Sam Hamadeh is Founder and President of New York based Vault Inc., the leading media company for career information. Founded in 1997 in Sam's Manhattan apartment upon his graduation from business and law school, Vault has grown to become the most influential source of objective, independent information on careers and employers with offices in New York and London. In addition to numerous awards, he was named to the "Silicon Alley 100: The 100 Most Influential Media Executives in New York" for the last two years.

The day long conference will feature an array of panels covering the foundations and different paths to entrepreneurship, and industry trends. The panels feature 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, Microsoft, the Mack Center for Technological Innovation, jPeople, Deloitte, Wharton Entrepreneurial Programs, Weiss Tech House, Wharton Private Equity Club, Wharton Healthcare Club and Wharton Women in Business Club as sponsors of the 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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