

# **PRESS RELEASE**

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**Wharton Entrepreneurship Conference 2009 Features**

**Alumni Julian Brodsky, Founding Partner And Vice Chairman, Comcast Corporation  
And Donny Deutsch, CNBC Host and Chairman Of Deutsch Inc.**

PHILADELPHIA, PA, FEBRUARY, 2009: The student leadership committee of the 13<sup>th</sup> Annual Wharton Entrepreneurship Conference announced the agenda for the Conference which will be held February 13 at the Philadelphia Marriott Downtown. The highlight of the all-day event will be keynote addresses from Wharton alumni: Julian Brodsky, Founding Partner and Vice Chairman, Comcast Corporation and Donny Deutsch, CNBC Host and Chairman of Deutsch Inc. Registration and more information is available at: <http://www.wec2009.com>

The high profile keynote addresses will be punctuated with insightful industry panels focusing on Internet, Mobile, Clean-Tech and Life Sciences. Case Studies discussed in some of these panels will help participants understand these sectors and get valuable perspectives from successful entrepreneurs, investors and board of advisors. In addition, Mr. Deutsch will hold a book signing for his latest release, "*The Big Idea: How to Make Your Entrepreneurial Dreams Come True, From the Aha Moment to Your First Million.*"

Panelists and speakers include:

- Farhad Mohit, Founder & Chairman Emeritus, [Shopzilla.com](http://Shopzilla.com)
- [Fred Wilson](#) - Partner, [Union Square Ventures](#)
- [Steven M. Cohen](#) - Partner and Co-manager, Emerging Business and Technology Practice, [Morgan Lewis](#)

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- Doug Petillo Partner, [Edison Ventures](#)
- Seth Sternberg, Co-Founder & CEO, [Meebo](#)

A key feature of the Conference will be The Entrepreneur Exposition (WEC25). This event promises entrepreneurs an opportunity to showcase business ideas and to introduce their teams. Participating businesses will have the chance to win a private meeting with leading Venture Capitalists, along with premium versions of Microsoft Office 2007 (\$600+ value) and a cash award.

WEC25 will be composed of 25 promising startups. The teams will be given a table each to exhibit their businesses alongside the activities of the Conference. WEC25 companies will gain incredible exposure to 500+ guests, including VC firms, MBA students from Wharton and other top business schools, Penn Graduate students and industry professionals from the Greater Philadelphia Entrepreneurship ecosystem. Leading VCs and Wharton professors will select ten most promising businesses, who will be awarded the opportunity to make a live pitch to participating VC firms. Visit <http://www.wec2009.com> for details.

The Wharton Entrepreneurship Conference, which is sponsored by Morgan Lewis this year, is one of the country's most widely attended entrepreneurship forums. Over its twelve year history, it has attracted thousands of students, professionals and academics along with mainstream media such as the Wall Street Journal, Forbes and CNN. The student run annual event is proud to have presented some of the most successful entrepreneurs of recent times including Thomas Stemberg (Founder and CEO of Staples), David Neeleman (Founder and CEO of JetBlue Airways) and Darius Bikoff (Founder of Glaceau, maker of VitaminWater).

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