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Greater Philadelphia Launches Online Directory of Resources for the Region's Life Science Industry

***Call Goes Out to the Life Sciences Community to Populate Database at
www.Look4Science.com***

(Philadelphia) March 12, 2007 – A broad-based group of life-sciences-focused associations and organizations led by Select Greater Philadelphia, BioAdvance and the University City Keystone Innovation Zone (KIZ), today announced the launch of a new online, searchable database (www.Look4Science.com) for the region's life science industry. The Greater Philadelphia Life Sciences Guide will be the first comprehensive directory that compiles the breadth of resources located in the tri-state area that support the biomedical industry.

The group is asking all life sciences businesses, state and industry organizations, industry service providers and investment and funding sources in the region that support the biopharmaceutical and medical device sector to visit the website and provide their listing information. The goal is to grow an organic network that inventories the rich asset base in Delaware, New Jersey and Pennsylvania, and facilitates access to those resources.

"This project will provide tremendous value for everyone in the Greater Philadelphia region's life sciences industry, as well as to those outside the region who may have interest in locating an office here," said Thomas G. Morr, President and CEO of Select Greater Philadelphia. "This region remains one of the most competitive markets in the world for the Life Sciences industry and this database will show ourselves and the world what's already in place. We thank the life sciences community for supporting this effort. It isn't often that a coalition comes together to make a project of this magnitude a reality."

The Greater Philadelphia Life Sciences Guide is intended to serve as a resource for the entire region in three important ways:

- It will serve established companies with a searchable catalog of accessible resources. This will invigorate the local industry network;
- It will provide companies seeking to expand or locate to the Greater Philadelphia region with a source to identify potential partners or industry-specific resources;
- It will serve as a tool to provide real data about the scope and breadth of the regional life sciences industry.

"One of our region's greatest strengths is the breadth and depth of resources related to the life sciences, all of which make this a great place to grow a biopharmaceutical or medical device company of any size," said Barbara Schilberg, Managing Director and CEO of BioAdvance. The more we know about what is here, the stronger the region will become, and a centralized, online database will be a great way to pull the pieces into a comprehensive picture of the region. If everyone takes a few minutes to make their presence known, the results will be tremendous."

The project is being supported by Ben Franklin Technology Partners, Biotechnology Council of New Jersey, Bucks County Technology Partners, Delaware BioScience Association, Delaware Technology Park, Eastern Technology Council, Greater Philadelphia Keystone Innovation Zones, Innovation Philadelphia, Mid-Atlantic Capital Alliance, New Jersey Technology Council, Pennsylvania BIO, Rutgers-Camden Technology Campus, Inc. and The Science Center.

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The Greater Philadelphia Life Science Guide will include information on biotech, pharmaceutical, medical device, diagnostics and bioinformatics companies, trade associations, and economic development organizations, industry service providers of all types and investment and funding sources. The Guide is expandable with a planned second phase that will include Greater Philadelphia's core research facilities, research institutions, foundations, and healthcare services providers.

"For start-ups and growing companies, the Greater Philadelphia Life Sciences Guide is all about the importance of engaging the right people at the right time," said **Tammy Heesakker, Executive Director of the University City Keystone Innovation Zone**. "This comprehensive online directory will allow our region's innovators to readily find the life sciences resources they need to form and grow their businesses."

About Select Greater Philadelphia

Select Greater Philadelphia is an economic development marketing organization dedicated to building the economy of the Greater Philadelphia Region. It is a private, non-profit organization that focuses its resources on enhancing the profile and image of the region's business community in order to attract and retain businesses.

Select Greater Philadelphia markets the region nationally and globally in order to establish Greater Philadelphia as a top-tier place to do business. The Greater Philadelphia region encompasses southeastern Pennsylvania, southern New Jersey and northern Delaware. For more information, visit www.selectgreaterphiladelphia.com.

About BioAdvance

BioAdvance is one of the nation's leading investors providing essential pre-seed and seed stage funding to emerging life sciences companies. Using a unique investment strategy designed to identify promising research and technologies that could lead to important advances in medicine and human health, BioAdvance has invested more than \$11 million in 21 life sciences companies and nine academic projects since its first investments in 2003. Targeting entrepreneurs in the life sciences sector, BioAdvance has invested in companies working to develop products to treat health problems including Alzheimer's, cancer, obesity, GI disorders, neurological and respiratory illnesses. Companies in the BioAdvance portfolio have gone one to raise more than \$110 million in additional capital, and have been involved in many significant industry developments including acquisitions and strategic licensing and partnering opportunities. For more information visit www.bioadvance.com.

About University City Keystone Innovation Zone

The University City Keystone Innovation Zone is a partnership of BioAdvance, Drexel University, Thomas Jefferson University, University City Science Center, University of Pennsylvania, University of the Sciences in Philadelphia and Wistar Institute. It was established in 2004 by the Commonwealth of Pennsylvania as a Keystone Innovation Zone, a geographically designated zone designed to create a "knowledge neighborhood" that develops technology business communities by aligning talent and resources. UC KIZ partners are committed to working together to ensure that life sciences technology opportunities are appropriately assessed developed and supported to maximize the potential of university research, start-up companies and international companies seeking to locate in the region. UC KIZ programs and services have been made possible by the support of the Commonwealth of Pennsylvania, UC KIZ partners, and leading corporate sponsors such as Cephalon, Commerce Bank and GlaxoSmithKline. For more information about the University City Keystone Innovation Zone, call (215) 966-6220 or visit www.uckiz.com.