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BUSINESS PLAN CONTEST SEMI-FINALISTS SELECTED

Rochester, NY – Eight early stage companies have been selected as semi-finalists in the 2010 Rochester Regional Business Plan Contest, bringing them one step closer to the opportunity to win more than \$50,000 in cash and prizes.

The eight semi-finalists were selected from 25 companies in the Greater Rochester Region that applied to the contest and submitted business plan executive summaries. More than a dozen community volunteers with startup expertise participated in the evaluation process. The semi-finalists are: Exiscan LLC, Floodwatch LLC, InfoPreserve LLC, Omniar Inc., QMB Biosystems, Tenrehte Technologies, TopDown Images LLC and Wi3 Inc.

"These semifinalists really showcase the breadth of innovation and entrepreneurship that exists here in the Rochester region. Each one of these companies has tremendous potential, and we are eager to watch their progress, both in the competition, and beyond, as they build their companies." says High Tech Rochester president, James Senall.

Each semi-finalist will now have to submit a full business plan and give a presentation to a review panel, which will whittle the field down to five finalists. The finalists will present their businesses to a panel of judges the morning of April 30, 2010, and the contest winners will be announced later that same day at the 2nd Annual Celebration of Entrepreneurship Luncheon which will take place at the Hyatt Regency Hotel in downtown Rochester.

Last year's gala event attracted over 250 business leaders, entrepreneurs and investors. Tickets for the luncheon are \$45 per person or \$400 per table. Registration is available through High Tech Rochester's website at www.htr.org.

The contest is a collaborative effort among community organizations including High Tech Rochester, Digital Rochester, Greater Rochester Enterprise, Nazareth College School of Management, Rochester Institute of Technology, and the University of Rochester Simon Graduate School of Business.

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About High Tech Rochester (HTR)

High Tech Rochester is a non-profit economic development organization driving growth in the Rochester/Finger Lakes region through the Formation and Incubation of high-tech startup businesses, and through advanced consulting services provided to small manufacturing firms through its NYSTAR-funded Regional Technology Development Center. Learn more at www.htr.org.

About Digital Rochester

Digital Rochester (DR) is a community of approximately 5,000 technology professionals and entrepreneurs from across the Upstate New York region working together to strengthen and grow the tech sector. With membership drawn from IT, telecom, engineering, optics, high tech manufacturing and the

life sciences, DR's events and community services include an array of networking, educational, entrepreneurial and economic development activities designed to serve a broad spectrum of participants. Digital Rochester was named New York State's 2003 Small Business Not-For-Profit Organization of the Year. For more information, go to www.digitalrochester.com.

About Greater Rochester Enterprise

Greater Rochester Enterprise (GRE) is a public-private partnership established to professionally market the Rochester metropolitan region as a competitive, high-profile place for business location and growth. Its efforts support business attraction and expansion, as well as entrepreneurship and innovation. GRE collaborates with businesses, universities, not-for-profit organizations and government leaders to ensure a unified approach to regional economic development. For more information, please go to www.RochesterBiz.com.

About Nazareth College School of Management

The mission of the School of Management is to prepare students to become responsible leaders with the ability to contribute sustainable value for both business and society. This is accomplished through learner centered programs that are global, ethical and entrepreneurial in orientation. Nazareth has offered management education programs for over 65 years. The Nazareth SOM offers undergraduate degree programs in accounting, business administration, business and marketing education, economics, international business and information technology. In addition, the SOM offers graduate degree programs in accounting, business education, human resource management, and management. Learn more at www.naz.edu.

About Rochester Institute of Technology

Rochester Institute of Technology, internationally recognized as a leader in computer, engineering, imaging technology, business, fine and applied arts, and education of the deaf, is a proud sponsor of the Rochester Regional Business Plan competition and is committed to promoting entrepreneurship within the greater Rochester region. Visit www.rit.edu to learn more.

About University of Rochester Simon Graduate School of Business

The Simon School prides itself as the place Where Thinkers Become Leaders™ and is currently ranked among the leading graduate business schools in the world in rankings published by the popular press, including *BusinessWeek*, *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times* and *Forbes*. For example, the *Financial Times* recently rated the School 5th in the world for both finance and managerial economics and 6th in the world for accountancy. More information about the Simon School is available on the World Wide Web at www.simon.rochester.edu.

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