



Attracting Business to Wisconsin

For Immediate Release

March 15, 2006

NEWS

For more information contact:

Jan Alf, 262.691.7873

## WISCONSIN "BIOTHEATRE" TO DEBUT APRIL 10 – 11 IN CHICAGO

**MADISON** - - Get ready! The show is about to begin in Wisconsin's "BIOTheatre." Forward Wisconsin President Pepi Randolph and Wisconsin Department of Commerce Secretary Mary Burke welcome you to the theatre. Wisconsin Technology Council President Tom Still tears your ticket. Wisconsin Biotechnology and Medical Device Association Executive Vice President Jim Leonhart serves you popcorn. UW-Madison Office of Corporate Relations Managing Director Charlie Hoslet ushers you to your seat. A "movie" begins starring Carl Gulbrandsen, Managing Director of the Wisconsin Alumni Research Foundation.

While this scene seems a bit out of the ordinary, it could very likely take place next month in Chicago within the Wisconsin exhibit area at BIO 2006 – the world's largest biotechnology conference. For the first time ever, the Wisconsin Pavilion at a BIO show will include a "BIOTheatre" featuring video and live presentations from many of Wisconsin's top biotechnology and medical device firms.

"This year, instead of having the more traditional tradeshow booth area that we had in the past, we wanted to create something that was more eye-catching and interactive", said Pepi Randolph, Forward Wisconsin President. "Additionally, we wanted to highlight Wisconsin's life science technologies, resources and companies at specific times during the conference to bring more visitors to our Pavilion and give greater opportunity for our firms to generate business, investment and strategic alliances."

Getting tickets to the BIOTheatre is easy. A pre-show postcard mailer has been sent to all pre-registered attendees listing show times and "movie" titles so everyone with plans to attend BIO 2006 has a ticket. The theatre will include a big screen TV for videos and a podium and sound system for live presentations. The theatre layout will have the look and feel of a real movie theatre with seats in rows, a middle aisle and of course, fresh popcorn. "Movies" will take place about every half-hour between 10:30 a.m. and 4:00 p.m. on Monday, April 10 and Tuesday, April 11 at McCormick Place Convention Center in the Wisconsin Pavilion.

The following groups will be making presentations in the Wisconsin BIOTheatre: EraGen Biosciences (Madison), Gilson (Middleton), GWC Technologies (Madison), Hilb Rogal & Hobbs (Milwaukee), Marshfield Clinic (Marshfield), Neurognostics (Milwaukee), PhysioGenix (Wauwatosa), PointOne (Wauwatosa), Quincy Bioscience (Madison), and UW-Madison / Wisconsin Alumni Research Foundation (Madison).

"I'm looking forward to highlighting our Personalized Medicine Research Project to potential collaborators at BIO 2006," said Cathy McCarty, Ph.D., Director of Marshfield Clinic's Center for Human Genetics. "Using the BIOTheatre concept provides us with an opportunity to showcase Marshfield Clinic's research to a worldwide audience, while also showcasing the State of Wisconsin as a leader in biotechnology."

With a total budget of nearly \$300,000, over 150 Wisconsin representatives scheduled to attend, and 50 sponsoring and participating organizations, Wisconsin's promotional effort at BIO 2006 will be the largest single marketing initiative ever undertaken to attract business and investment to the state. BIO 2006 is organized by the Biotechnology Industry Organization (BIO) and is the primary annual educational conference for the life science industry. Over 20,000 biotech executives, investors, journalists, policy makers and scientists from more than 60 countries are expected to attend BIO 2006.

Forward Wisconsin ([www.forwardWI.com](http://www.forwardWI.com)) created in 1984, is the state's business attraction organization and is a unique public-private marketing group, chaired by Governor Doyle. Its job is attracting new businesses, jobs and increased economic activity to the state. Forward Wisconsin identified biotechnology as a target industry for the state in 1988 and continues to market Wisconsin for life science growth.

**Note to Editor: Attached is a list of the scheduled presentations within the BIOTheatre.**

## WISCONSIN "BIOTHEATRE" PRESENTATIONS DURING BIO 2006

### Monday, April 10

- 10:30 a.m. EraGen Biosciences, Inc.**  
Dr. James Prudent, Chief Scientific Officer  
"The New Era - Expanding Molecular Diagnostics"
- 11:00 a.m. Neurognostics, Inc.**  
Douglas Tucker, Ph.D., CEO  
"Functional MR Imaging in Clinical Applications"
- 11:30 a.m. University of Wisconsin-Madison / Wisconsin Alumni Research Foundation (WARF)**  
Carl Gulbrandsen, Managing Director, WARF  
"UW-Madison's Biotech Powerhouse"
- 2:30 p.m. Marshfield Clinic**  
Catherine A. McCarty, Ph.D., Director, Center for Human Genetics  
"Marshfield Clinic Personalized Medicine Research Project"
- 3:00 p.m. Marshfield Clinic**  
Carl A. Christensen, Interim Director of Biomedical Informatics Research Center  
"Informatics Support of Translational Research - Marshfield Clinic Case Study"
- 3:30 p.m. PointOne, LLC**  
Peter Tonellato, Ph.D., Founder and Chief Scientific Officer  
"The Promise, Status and Future of Personalized Medicine at the Point of Care"

### Tuesday, April 11

- 10:30 a.m. EraGen Biosciences, Inc.**  
Dr. James Prudent, Chief Scientific Officer  
"The New Era - Expanding Molecular Diagnostics"
- 11:00 a.m. Gilson, Inc.**  
Jim Fenster, Senior Director of Business Development  
"Gilson, Inc.: Empowering Today's Biotechnology Industry"
- 11:30 a.m. GWC Technologies Inc.**  
Timothy G. Burland, Ph.D., President and CEO  
"Versatile Bioarray Systems for Label-Free Proteomics and Genomics Analysis"
- 2:30 p.m. Quincy Bioscience**  
Mark Underwood, CEO
- 3:00 p.m. Hilb Rogal & Hobbs**  
Ken Olson, Benefits Divisional President
- 3:30 p.m. PhysioGenix, Inc.**  
John Seman, President and CEO  
"Improving the Predictability of Pre-Clinical Efficacy and Safety Testing"
- 4:00 p.m. University of Wisconsin-Madison / Wisconsin Alumni Research Foundation (WARF)**  
Carl Gulbrandsen, Managing Director, WARF  
"UW-Madison's Biotech Powerhouse"