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BUSINESS PLAN CONTEST SEMI-FINALISTS SELECTED

Rochester, NY – Eight early stage companies have been selected as semi-finalists in the 2009 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 34 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: Clinical Insight Systems, Generonix, International Data Preservation, MicroGen Systems, Seamless Communications Group, SpectralSight, SweetWater Ethanol, and Tenrehte Technologies.

"The entire organizing committee was thrilled to see so many applicants to the contest," said Jim Senall, president of High Tech Rochester. "Clearly, the entrepreneurial spirit is alive and well here in Rochester, NY. We look forward to watching many of these entrepreneurs go on to create very successful businesses."

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 May 15th, and the contest winners will be announced later that same day at the 1st Annual Celebration of Entrepreneurship Luncheon, which will take place at the Hyatt Regency Hotel in downtown Rochester. Tickets for the luncheon are available via the High Tech Rochester website: www.htr.org.

The Rochester Regional Business Plan Contest is a collaborative initiative aimed at stimulating more entrepreneurial activity in the nine county, Greater Rochester Region. The organizing committee includes Digital Rochester, Greater Rochester Enterprise, High Tech Rochester, 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 not-for-profit organization focused on regional economic development in the technology and high growth business sector. HTR assists the development of new and emerging businesses through its business incubators, the Lennox Tech Enterprise Center and the Rochester BioVenture Center. Through its Manufacturing Extension Partnership, one of nearly 350 MEP locations across the country, the organization improves the competitive position of small manufacturing firms.

High Tech Rochester receives significant financial support from the New York State Foundation for Science, Technology and Innovation (NYSTAR®), New York's high-technology economic development agency, and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). HTR serves as NYSTAR's designated Regional Technology Development Center for the Finger Lakes region. 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 2nd in the world for finance and 5th in the world for managerial economics. More information about the Simon School is available on the World Wide Web at www.simon.rochester.edu.