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FOR IMMEDIATE RELEASE

PRODUCT DEVELOPMENT TECHNOLOGIES (PDT) PARTNERS WITH ORANGE COAST
MEDICAL VENTURES

PDT to help bring new medical devices to life

Lake Zurich, Illinois – August 27, 2009 – Product Development Technologies (PDT) has joined Orange Coast Medical Ventures (OCMV), a business incubator promoting the growth of newly formed medical device businesses in Orange County, California. OCMV evaluates, develops, and nurtures these startups into autonomous, profitable companies that promise to deliver the next generation of medical device breakthroughs.

As a partner, PDT will be working with OCMV medical device companies, providing strategic business and product development expertise to help commercialize their technologies. With its extensive experience in all phases of medical product development, PDT was a perfect fit for this relationship.

“Having worked on several cutting edge, university derived medical device programs, we understand the potential to unlock an incredible range of research-driven innovation from physicians and bio engineers working in that environment. Our new relationship with OCMV promises to let PDT help bring some of these exciting new technologies to market, in partnership with an incubator focused on ensuring the success of new businesses built on those advancements. It will also benefit PDT's existing client base by putting us on the front line of innovation,” says Joel Delman, PDT’s Los Angeles Design Director.

OCMV is working to qualify, obtain and drive the technologies that will dramatically impact the health care industry through their industry expertise, resources and strategic relationships with firms like PDT. Among their other partnerships, OCMV supports the University of California’s mission of contributing to the economic development of the State of California through its technology transfer offices. UC represents an incredible technology resource that generates an average of 3 new inventions every day. UC Irvine and its Office of Technology Alliances are the

key connecting points to UC in Orange County. The goal is to ensure that useful results of its research are leveraged through development collaborations with industrial firms.

About Orange Coast Medical Ventures:

Orange Coast Medical Ventures (OCMV) is a Limited Partnership Investment Fund offering individuals the opportunity to invest and share in our vision of bringing breakthrough medical technologies to market, and serves as the strategic partner that provides the business knowledge and resources which are often outside the scope of their expertise. OCMV formulates the path to success, executes the strategic plan, and launches the products into the marketplace. In exchange for the services and funding we provide, we secure an equity stake in the portfolio medical device companies, giving OCMV a vested interest in their success. Our Management Team actively directs and supports companies by providing appropriate funding, advice and planning, assistance securing intellectual property, development of the device or technology, completing regulatory approval, and identifying potential acquisition partners to maximize the return on investment.

About PDT:

Product Development Technologies, Inc. (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a vast range of product development disciplines, including strategy, design research, industrial design, user interface development, electrical and mechanical engineering, software development, laser scanning, and tooling. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, Design Journal, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. www.pdt.com

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