

MIT Enterprise Forum of Texas Launches New Venture Clinic with Fresh Direction & Taps Ronnie Sanford as Chairman

HOUSTON, TX - October 23, 2006 - Sanford Group announced today that their CEO, Ronnie Sanford has assumed leadership of MIT Enterprise Forum's New Venture Clinic and launched the clinic's first event of the season.

MIT Enterprise Forum created New Venture Clinic to provide a highly controlled, low risk environment for startup technology ventures to receive valuable business advice from experienced "been there, done that" professionals on a wide range of relevant topics.

"As a member of New Venture Clinic's leadership team I have had the pleasure of working with Ronnie for over three years," said Ben Hertzog, Vice President of BCM Technologies. "As both a business leader and entrepreneur Ronnie brings a depth of experience that makes him imminently qualified to lead the clinic and I am excited to work with him."

The first New Venture Clinic of the 2006 – 2007 season was held on October 4, 2006. Participants included clients Advanced Dental Technologies and DealBench Solutions, as well as a team of nine advisors from companies Adams & Reece, Advanced Medical Technologies, Air Liquide, CAP Resources, CD Cashion & Associates, Perfect Commerce, Trelligence and Warrior Sales Group.

"New Venture Clinic has always been one of MIT Enterprise Forum's most successful initiatives, however we wanted to find a way to expand the value it brings to the Texas business community," said Lee Blanton, Chairman of the Texas chapter of MIT Enterprise Forum. "Ronnie and his team implemented a number of changes that do that, and I am thrilled to see the results."

"I am thankful for the opportunity to lead the premier business advisory initiative in the state of Texas," says Sanford. "Our goal is to provide entrepreneurs an opportunity to fine-tune their business plans in a confidential manner before they approach investors or take a product to market. If the last clinic is an indicator of the success we can expect, I would say we are off to a great start."

About MIT Enterprise Forum of Texas

The mission of the MIT Enterprise Forum of Texas is to foster the successful growth of innovative technology oriented enterprises in the South Texas area by providing access to MIT resources and through services and programs that inform, educate and support these business endeavors. Since 1984, the Forum, based in Houston, has offered professional seminars, start-up clinics, business plan workshops, case presentations, special events and networking opportunities with fellow entrepreneurs, business specialists, venture capitalist, industry experts, and service organizations. Founded in 1978 in Cambridge, MA, members of the Forum come from a variety of industries and backgrounds—both MIT alumni as well as non-alumni—who share a common mission: to accelerate the success of emerging and high-growth technology-based businesses. For more information, visit www.mitforumtexas.org.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products and services are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services include strategic marketing, public relations, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

For those interested in learning more about marketing professional services, Ronnie Sanford's interview on Houston's Business Channel 11 titled "Marketing Professional Services" is now available via download. The video of the interview can be downloaded at www.sanford-group.com/interview.htm.



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