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FINALISTS SELECTED IN BUSINESS PLAN CONTEST

Rochester, NY – Five startup companies have been selected as finalists in the 2010 Rochester Regional Business Plan Contest, from a field of 25 applicants that initially entered the competition in February. The finalists will compete for more than \$50,000 in cash and prizes on April 30. The finalists are: Exiscan, FloodWatch, Tenrehte Technologies, TopDown Images and Wi3.

“The selection committee had a difficult time narrowing this year's field down to the five finalists, since many of the contestants had very compelling plans. Any one of these companies could become a big success story, and that's great news for the Rochester region. We are eager to see how the rest of the competition plays out, and perhaps more importantly, to watch these entrepreneurs build successful companies in the near future.” said High Tech Rochester president, James Senall.

The finalists will present their businesses to an expert panel of judges the morning of April 30, and the winners will be announced later that same day at the Celebration of Entrepreneurship Luncheon at the Hyatt Regency Hotel, 125 E. Main Street in downtown Rochester. Each of the five contest finalists will receive some combination of cash or services prizes, to help accelerate their growth. The first place prize includes \$25,000 cash.

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 finalist presentations will take place from 9:00 a.m. – 11:00 a.m. at the Hyatt, and is open to the public free of charge. RSVP to attend the finalist presentations 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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