



L2WS:LabToWallStreet® General Information

Q: Who are we?

A: L2WS:LabToWallStreet® is a web property dedicated to the growing life sciences industry and culture in New York City, New York State, and the Tri-State area. Our goal is to enhance connectivity amongst the “value-added constituencies” of the Tri-State life sciences industry by providing critical and valuable information, while promoting the outstanding science and resources of the region to the global life sciences community. The online site is an ongoing compilation of regular columns, addressing local development efforts and companies, as well as feature article(s) that speak to a specific topic of relevance to the pharmaceutical/ biotechnology industry, framed through the scope of business activity in the Tri-State area. Our authors and contributors are members of the industry, who experience the passion and daily grind of the business first-hand, bringing that insight to life at the L2WS:LabToWallStreet® website.

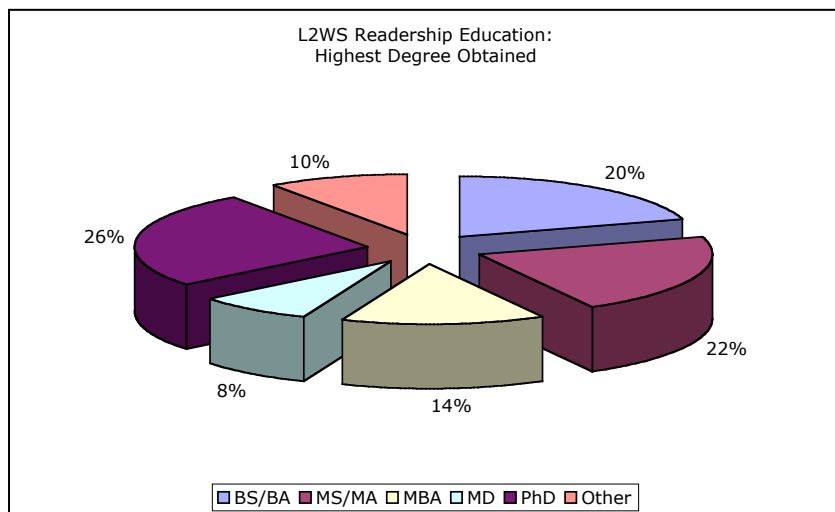
The founders of L2WS:LabToWallStreet® have also created m2:Molecular Mixers, a series of high-quality networking events exclusively for professionals in the Tri-State area life sciences industry. Events are held a minimum of four times per calendar year, and are also occasionally held to coincide with major industry events, e.g. investment conferences. L2WS:LabToWallStreet® has partnered with Cacophony, the sleek and modern life sciences incubator in Midtown Manhattan (117 East 55th Street between Park and Lexington Avenues) to act as a venue for m2 events. Light and heavy appetizers and a selection of imported and domestic wines and beer are served at each event, to create an environment of relaxed professionalism for unfettered networking and idea exchange.

Table 1: Sample Geographic and Professional Distribution of L2WS:LabToWallStreet®	
Region	Occupation
North America United States, Canada	Venture Capitalists (corporate & financial) Biotech C-level Executives (CEO, CSO, CFO, CBO, CIO)
Europe UK, France, Germany, Denmark, Sweden, Norway, Spain, Bulgaria	Biotech and Pharma VP-level Executives Licensing Managers Business Development Professionals Technology Transfer Directors/ Managers
Middle East Israel	Investment Bankers (Managing Directors, VP, Associates) IP Attorneys
Asia Japan, China, Indonesia	Domestic and International Government Officials Academia and Research
Australia	
South Africa	

Distribution

New articles are announced through an email blast containing a link to our proprietary web property (www.labtowallstreet.com), from which articles can be downloaded. To access the current articles and/or the archives, website visitors must first complete a one-time registration with relevant information regarding occupation, education, and contact details.

The L2WS:*LabToWallStreet*® User Distribution List (the “List”) is our most valuable asset. We are proud of the reach that we have achieved to date with respect to two primary value drivers: domestic and international coverage, and the authority as indicated by organizational level/ title of our readership. Table 1 (previous page) entitled “Sample Geographic and Professional Distribution” has been created by a review of the List.



L2WS:*LabToWallStreet*® has experienced the majority of its growth to date through word-of-mouth interaction on behalf of our contributors and readers, which we interpret as vindication of the quality of our efforts. To supplement this “grassroots level marketing”, we also seek to register new members through the following avenues:

- ✓ **Media Partnerships:** L2WS:*LabToWallStreet*® frequently partners with reputable organizers and providers of business and scientific conferences intended for professionals in the life sciences industries. For example, IBF*Conferences and BioSpace.com have been dedicated L2WS:*LabToWallStreet*® partners. Partnership usually includes the provision of hard-copy publications and promotional materials at the event(s), including mention of our sponsors, inclusion in conference materials as a media partner, and representation on conference websites. Hard copy and promotional materials are also often distributed at international industry specific events through the network of the founders.
- ✓ **Web-Linking:** We encourage our sponsors and contributors to utilize L2WS:*LabToWallStreet*® as a tool to promote their own knowledge and capabilities. Accordingly, we have created an aggressive web-linking effort that acts as a “win-win” for all parties involved.

✓ **Distribution Partnerships:** L2WS:*LabToWallStreet*® has been distributed through strategic partnerships with numerous organizations including:

- Evelexa.com: L2WS:*LabToWallStreet*® information has been electronically distributed to the entire subscriber list of approximately 2000+ life sciences professionals from around the world.
- AMDeC: L2WS:*LabToWallStreet*® has been distributed in hard copy format to the CEOs and other leaders of 39 of New York State's top research and medical institutions.
- Ernst & Young: L2WS:*LabToWallStreet*® has been electronically distributed to the firm's Northeast US life sciences practice contacts
- LILSI (Long Island Life Sciences Initiative)
- NYCEDC (New York City Economic Development Council)

Q: Who are the primary contacts at L2WS:*LabToWallStreet*® if I have any questions?

A: Prospective contributors, sponsors and/or media partners are welcome to contact either Matthew L. Wotiz, M.S., Managing Editor (mwotiz@LabToWallStreet.com) or Craig A. Kasper, Au.D., Publisher (ckasper@LabToWallStreet.com).

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