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ANZA Technology Network to Introduce Australian and New Zealand Innovative Companies to Silicon Valley at Gateway to the US Summit

Down Under Breakout Companies to Showcase New Products October 23 in Silicon Valley, US Tech Execs, Entrepreneurs and Investors Invited to Attend

SUNNYVALE, CA, USA—October 2, 2007—ANZA Technology Network will be holding its sixth annual Gateway to the US Summit, October 22-24, 2007 at Plug & Play in Sunnyvale, CA. ANZA has invited 15 of Australia and New Zealand's most innovative technology companies to attend this year's Summit and take part in an open showcase presentation geared toward interested US tech execs, entrepreneurs and investors on October 23.

“We've spent the year meeting with and advising more than 100 Australian and New Zealand entrepreneurs and CEOs who are starting up or starting to make plans to enter the US market,” said Viki Forrest, ANZA CEO. “We've selected 15 of the most innovative companies to come present to US tech execs, entrepreneurs and investors who will want to work with these companies to further their US market entry plans.”

Some of this year's innovation coming up from Down Under includes monetization of consumer videos, intelligent software sensor technology for broadband networks, collaboration solutions for today's web communities and a software communication aid for autism, among other exciting and ground-breaking technologies. For a complete description of companies registered to participate to date, go to:

http://www.anzatechnet.com/programs_gateway_companies.html.

The Summit opens on Monday, October 22 with a Welcome Reception. The 15 companies will showcase their products in 5-minute pitch sessions on Tuesday, October 23. Following the presentations, there will be an informal two-hour meeting session to allow US-based attendees the opportunity to meet one-on-one with the CEOs of the companies of their choice. Wednesday, October 24 is a day of business forums on topics of interest to the Australian and New Zealand companies on doing business in the US, as

well as American attendees seeking to work with them in their quest to enter the US market. Austrade is sponsoring the Gateway Summit's closing night cocktail party. The cost to attend all events, including lunch and evening receptions and cocktail parties, is \$225. Day and event tickets are also available. For the Summit agenda and registration details go to: http://www.anzatechnet.com/programs_gateway_summit.html.

The ANZA Gateway to the US 2007 companies have taken part in a rigorous 3-month educational program, which included an intensive day of business presentation coaching led by Dan Sapp of Dan Sapp & Associates. Each company had their US market potential analyzed by world-renowned tech marketing analyst Chris Shipley of the Guidewire Group. The 15 selected companies were then assigned a US-based mentor with experience in their particular industry niche to review US market entry plans and sharpen their showcase delivery pitch. According to one mentor, Tom Cervantez, of the law firm Davis Wright Tremaine, the ANZA event "is a great opportunity to see companies outside of what we typically see in Silicon Valley."

"The Gateway to the US 2007 Summit provides a once-a-year opportunity for those in the US technology sector to take a first look at Australian and New Zealand innovation at an early, yet well-prepared and coached stage," said ANZA CEO Viki Forrest. "It provides US technology executives and potential investors an excellent opportunity to make valuable connections."

For more information:

ANZA Technology Network: <http://www.anzatechnet.com/>

Plug & Play: http://www.plugandplayrealestate.com/contact_us.php

Austrade: <http://www.austrade.gov.au/Home3618/default.aspx>

Dan Sapp & Associates: <http://www.dansappassociates.com/>

Chris Shipley, Guidewire Group: <http://www.guidewiregroup.com/site/home.html>

Tom Cervantez, Davis Wright Tremaine: <http://www.dwt.com/offloc/sanfrancisco.htm>

ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US technology and biotechnology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted over 200 Australian and New Zealand companies as they enter the US market—more than any other non-government organization. For more information: <http://www.anzatechnet.com/>. This press release was prepared for ANZA Technology Network by KazzaDrask Media, kazzadrask@yahoo.com.

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