



FOR IMMEDIATE RELEASE

Willamette Angel Conference and Smart-ups announces Winners of February Start-Up Business Competition

Corvallis OR- February 27, 2008. Willamette Angel Conference and Smart-ups today announced that Floragenex Inc. was selected as the winner of the 10 minute pitch at the Smart-ups pub talk last night. Floragenex, a genomics research and tool company founded in 2006 from U of O research, will receive a free entry to the Willamette Angel Conference 2009 investment competition, to be held May 14, 2009 in Corvallis. Entry in the Willamette Angel Conference gives the winner the opportunity to vie for the expected \$150,000 investment prize.

DesignMedix, a biopharmaceutical company developing small molecule drugs to combat drug resistance in multiple diseases, including malaria, won the 3.5 minute Ignite style presentation. DesignMedix received a half-priced entry into the Willamette Angel Conference. DesignMedix was founded in 2006 to commercialize technology based on novel drugs that address a major mechanism of drug resistance.

These winners were chosen during the Smart-ups event February 26th from a set of 7 finalists screened from entries from small businesses throughout the state of Oregon who wish to vie for the Willamette Valleys first Angel Investment prize. Other presenters included Precision Plant Systems, Toggle 3D, Recycle your Mat, American Herbal Dispensary and Evolution Learning.

The Smart-ups program and the Willamette Angel conference is a significant collaboration between Eugene, Corvallis and many other economic development organizations in the Willamette Valley. Sponsored by Endeavor Law, Palo Alto Software, Hendrick & Kellison, OSU, U of O, The Corvallis-Benton Chamber Coalition, The Eugene Chamber of Commerce, The Business Enterprise Center, the Small Business Development Centers of both Lane and Linn/Benton Counties, it has widespread participation and reach. This year's event will be the first annual investors conference, to be held in Corvallis, with the 2010 conference to be held in Eugene.

Smart-ups is an entrepreneurial support group in Oregon's Willamette Valley. They are a local chapter of the Oregon Entrepreneurs Network (OEN) based in Portland, OR with a mission of improving the climate for Oregon's Willamette Valley emerging growth-oriented companies.

The Willamette Angel Conference is a new investors conference, connecting early stage and seed businesses with Angel and venture investors in the Willamette Valley. Their mission is to encourage, accelerate and showcase start-up companies in the Willamette Valley. The competition is expected to have real economic impact in the Willamette Valley, generating new business and jobs using local entrepreneurs, talent and intellectual property. Entrepreneurs and Start-ups can submit their business plans for review and coaching, ultimately vying for a \$150,000 investment prize.

For more information about Smart-ups please see www.smartups.org, and for more information about the Willamette Angel Conference see www.willametteconference.com.

Editorial Contact: John Sechrest
 Corvallis Chamber Coalition
 541 757-1507
 sechrest@corvallisdp.com

PR Contact: Traci Cronkrite
 Traci_Cronkrite@yahoo.com

###