

PRESS RELEASE

Portland Entrepreneurs Reach Finals of Silicon Valley Business Competition

New company helps seniors keep living in their homes as they age

Santa Clara, CA, June 13, 2006 – A pair of Portland entrepreneurs has reached the finals of the third annual Boomer Business Plan Competition in Santa Clara, California.

David Dickinson and Brian Bartholomew reached the finals with the business plan for In Your Home, a company they founded three years ago that modifies homes in the Portland area so that older residents can continue to live there independently and safely as they age.

This year's competition, co-produced by Santa Clara University's Leavey School of Business and Mary Furlong & Associates, attracted contestants from around the United States and as far away as New Zealand and the Philippines. In all, more than 75 business plans were submitted by college students and early-stage companies with up to \$1 million in annual revenue.

Plans targeted ventures in a range of industries poised for significant growth as the population ages, including medicine, technology, fashion and financial services. Competitors focused on the evolving needs and interests of America's 78 million baby boomers, a generation with more than \$2.5 trillion in spending power that is fast approaching its golden years. The first wave of boomers began turning 60 in January.

The five promising ventures selected by the competition's judges include:

- **Renovus**, a Stanford, CA-based business developing a waste-management solution for people who have undergone ostomy surgery.
- **Novelios Pharmaceuticals**, a Durham, NC-based company developing a drug that fights glaucoma.
- **ALCiS Health**, a San Jose-based company that develops and markets total body therapy solutions, including topical pain relief products.
- **iRhythm Technologies**, a Stanford, CA-based company that has developed an easy-to-use cardiac rhythm monitoring device.
- **In Your Home**, a Portland, OR-based company that modifies homes so that older residents can continue living there independently and safely as they age.

The finalists were selected from a pool of 20 semifinalists, all of whom will have their plans reviewed by top Silicon Valley venture capitalists and boomer market experts.

In Your Home provides a range of services – including assessments, modifications and on-going home maintenance -- that help everyone from downsizing empty nesters to older adults create home environments that promote independence and help prevent accidents while remaining inviting and attractive. Modifications range from something as simple as replacing doorknobs with levers to full-scale construction projects to make bathrooms and kitchens more compatible. There are also modifications like ramps and railings for those who need them.

"The vast majority of people want to continue living in their current homes and maintain their independence as they age," says Dickinson, In Your Home's co-CEO, citing a recent AARP housing survey that found 83% of older Americans want to age in place.

But, he adds, "most homes are not designed to accommodate the needs of people as we age. If you are planning to stay in your home for another five or 10 or more years, there are a number of things that can be done to make living there more comfortable and safe, while preserving or improving its value. Smart folks think ahead and plan to make aging easier."

The five finalists will present their plans to a panel of judges at the 2006 Silicon Valley Boomer Venture Summit on June 20 at Santa Clara University, where a \$10,000 grand prize winner will be chosen. For more information and Summit registration, please visit www.boomerventuresummit.com.

The winner will be chosen by a panel of judges that features distinguished members of the venture capital, business, media and education communities, including: Jennifer Fonstad, Managing Director, Draper Fisher Jurvetson; Michael Goldberg, General Partner, Mohr Davidow Ventures; Emilio Pardo, Chief Brand Officer, AARP Services, Inc.; Nancy Kamei, Senior Director, Digital Health, Intel Capital; Jon Staenberg, Partner, Rustic Canyon Partners; Brad Vale, Vice President, Johnson & Johnson Development Corporation.

About the competition's co-producers:

Founded in 1926, the Leavey School of Business at Santa Clara University was one of the first business schools in the country to receive national accreditation. Its undergraduate business program is recognized as one of the best in California, and its MBA program is ranked 10th in the nation among part-time graduate programs for working professionals.

Mary Furlong & Associates provides business development, financing strategy and integrated marketing solutions to entrepreneurs, corporations and nonprofit organizations serving the 45+ market. Mary Furlong, Ed.D also serves as an executive professor on entrepreneurship at Santa Clara University. See www.MaryFurlong.com for more information.

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