



## NEWS RELEASE

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## PLSG Brings National Drug/Device Summit to Pittsburgh

### ***Boston Scientific COO Paul LaViolette to Headline Elite Group of Speakers at Convergence 2005: The Drug/Device Summit, March 21-23, 2005***

PITTSBURGH, PA, January, 2005 – The leading authorities on combination drug/device therapies will speak at *Convergence 2005: The Drug/Device Summit*, March 21-23, 2005. Headlining the event, Boston Scientific COO Paul LaViolette will provide insights on the successes and challenges of Taxus, one of the largest combination drug/device products on the market today.

*Convergence 2005: The Drug/Device Summit* is a first-of-its-kind partnering and investor event devoted to bringing together the companies fueling dramatic growth in drug/device therapies.

“Convergence 2005 is designed to bring our attendees the three things they need to succeed with these therapies: Insight, partners and funding,” notes Windhover Managing Partner David Cassak. “Our all-star list of keynote speakers gets to the heart of the first of these. We’re delivering the pioneers in this space, who will teach us what it takes to fund, create, market and manage these unique products.”

Kicking off the keynote presentations will be “Defining the Drug/Device Opportunity,” a panel including Vascular Architects CEO Allan W. May and Frazier Healthcare Ventures Partner Trevor Moody, who will help to define and quantify the market reality of today’s combination therapies, and the market potential for tomorrow’s across various product types.

LaViolette then takes the stage to tell the Taxus story in “Successfully Managing Drug/Device Combination Products: Taxus and Beyond.” And, finally, a panel including Pittsburgh Vascular Institute Chairman Mark Wholey, Angiotech Chief Business Officer Jeanne Bertonis, and NEA Venture Partner Josh Makower will discuss the future of these Convergence therapies, the sorts of companies poised to benefit most, and the therapeutic categories that hold the most untapped potential.

Surrounding these keynote and plenary sessions, *Convergence 2005: The Drug/Device Summit* will feature more than 50 company presentations from firms with devices or drugs well-suited to potentially blockbuster combination therapies. Confirmed presenting companies already include: The presenting companies will include: **Aerogen, Affinergy, Afmedica, Alexza, Allvivo Vascular, Aradigm, ARC Pharmaceuticals, Berlex, Inc, Biophan Technologies, Inc, DURECT, EndoBionics, Five Prime Therapeutics, Hydra Biosciences, Ichor Medical Systems, Interface Biologics, Intranasal Technology, Inc, Kensey Nash Corp., Light Sciences Corporation, MacroPore BioSurgery, MAP Pharmaceuticals, MaxCyte, Inc., Neural Intervention Technology, Pervasis, Polymerix, Symphony Medical, Transport Pharmaceuticals TyRx Pharma, Inc. and VasoGenix.**

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*Convergence 2005: The Drug/Device Summit* is organized by the Biotechnology Industry Organization (BIO), the Pittsburgh Life Sciences Greenhouse and Windhover Information, Inc. It is sponsored by AdvaMed and PR Newswire. It will be held March 21-23, 2005, at the Westin Convention Center Hotel in Pittsburgh, PA. For more information, visit [www.windhover.com/convergence](http://www.windhover.com/convergence).

Since 1989, Windhover Information Inc. has been providing superior analysis and commentary on health care business strategy, dealmaking, marketplace trends, and the world of medical start-ups. In May 2004, Windhover acquired Medtech Insight LLC, making it the pre-eminent information services provider to medical device and diagnostics executives worldwide, as well as to biotechnology and pharmaceutical leaders.

The Biotechnology Industry Organization (BIO) represents more than 1,000 biotechnology companies, academic institutions, state biotechnology centers and related organizations in all 50 U.S. states and 33 other nations. BIO members are involved in the research and development of health-care, agricultural, industrial and environmental biotechnology products.

AdvaMed is the world's largest association representing manufacturers of medical devices, diagnostic products, and medical information systems. AdvaMed's more than 1,200 members and subsidiaries manufacture nearly 90 percent of the \$75 billion of health care technology products purchased annually in the United States, and more than 50 percent of the \$175 billion purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies. Nearly 70 percent of our members have fewer than \$30 million in sales annually.

The Pittsburgh Life Sciences Greenhouse is a public/private partnership, founded by the University of Pittsburgh, Carnegie Mellon University, UPMC Health System, the Commonwealth of Pennsylvania and its regional foundation community. Together with private industry and advanced research and healthcare capabilities of our institutional partners, PLSG invests in and supports the growth of regional life sciences companies in the areas of: bioinformatics; bionanotechnology; diagnostics; medical devices; medical robotics; therapeutics; and tools and services.

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