

Genetic Immunity, InPlay: Genetic Immunity receives CE marking for DermaPrep, a unique transdermal delivery device

BUDAPEST, Hungary, March 11, 2009 – Power of the Dream Ventures, Inc. (OTC BB: PWRV), Hungary's premier technology acquisition and development company, is pleased to present this Genetic Immunity release, based on a previously announced agreement whereby Power of the Dream Ventures will issue communications for Genetic Immunity on a going forward basis.

The DermaPrep Transdermal Delivery Device supports safe, needle-free administration of liquid formulations in both general hospital and clinical settings. To facilitate the penetration of substances, the skin is cleansed and exfoliated prior to application of the empty patch that serves to retain the liquid in a moist environment.

DermaPrep, conceived as an alternative to syringes, is designed for the targeted delivery of molecules via the stratum corneum to the following tissues:

- the lymphoid tissue for vaccines formulated with Nanomedicines
- the blood for sensitive / unstable drugs (e.g. cancer chemotherapy)

Importantly, sensitive substances that cannot be formulated together with patches can now be topically administered. Medications can be stored frozen or lyophilized just prior to use and doses can be adjusted by volume, concentration, patch size, or number of patches used.

Substances are administered via a simple, three step process.

First, the skin is cleansed and exfoliated using the supplied sponge and medical tape. The advantage gained is improved penetration of substances through skin. Next, the Transparent Film Dressing (Patch) is applied, providing a container that keeps medication in contact with the prepared skin surface. The dimensions of the patch can be adapted to any size desired. And in the third, final step the active substance of the treatment is applied under the patch using a needle-free syringe or an applicator equipped plastic bottle.

DermaPrep clinical data has been obtained via administration of pDNA-encoded antigens formulated to nanoparticles. Genetic Immunity's proprietary Nanomedicine formulation (antigens, pDNA, proteins, peptides, etc.) is delivered topically with DermaPrep, targeting the body's professional antigen presenting cells, the lymph node dendritic cells, to induce potent immune responses.

Through the Company's ongoing clinical trials program, DermaPrep has amassed significant quantities of data proving its preclinical and clinical safety, tolerability and immunogenicity. As of October 2008, DermaPrep has been granted a CE mark (marketing approval) for medical device in Europe, with US certification underway.

To expand the unique delivery potential of DermaPrep it is now available for licensing worldwide.

For specific delivery situations, to receive our detailed product literature, to schedule a consultation or for general information please visit the Company's official website at <http://www.geneticimmunity.com> or contact Zsolt Lisziewicz directly at +36-1-272-0364

About Genetic Immunity

Genetic Immunity is a US/Hungarian development stage biopharmaceutical company establishing leadership in Nanomedicines for immune amplification. Nanomedicine, an offshoot of nanotechnology, refers to highly specific medical intervention at the molecular scale for treating disease or repairing damaged tissues. By leveraging its proprietary immune amplification platform technology, the company aims to address new markets for infectious diseases, cancer and allergies through the discovery, development and commercialization of topically administered nanomedicines. These indications represent a significant unmet medical need and the potential for alternative treatment approaches.

About Power of the Dream Ventures

Power of the Dream Ventures, Inc. is a leading technology holding company. We identify and harness the unique technological prowess of Hungary's high-tech industry, turning promising ideas and ready to market products/technologies into global industry leaders. We focus on developing, acquiring, licensing, or co-developing technologies that originate exclusively in Hungary that are in prototype stage based on existing patents; in prototype stage prior to patenting; existing products that require expansion capital to commercialize; emerging science and high-technology research projects that require help in patenting, developing the product and marketing, University spin-off technologies, and ideas from the very early stage that represent "disruptive technologies." We primarily focus on providing enabling solutions in the fields of environmental technologies, power generation and storage, software products and services, biotechnology, medical devices and what we call 'disruptive technologies.' For more information please visit our website at <http://www.powerofthedream.com>

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