

Power of the Dream Ventures Announces Dr. Julianna Lisziewicz presentation at Innovation in Healthcare, Brussels.

BUDAPEST, Hungary, March 29, 2011 – Power of the Dream Ventures, Inc. (OTCBB: PWRV), Hungary's premier technology acquisition and development company, is pleased to announce that Dr. Julianna Lisziewicz CEO of Genetic Immunity is invited to present at the Conference Innovation in Healthcare.

The European Commission's Directorates-General Research and Innovation, Enterprise and Industry and Health and Consumers are jointly organizing the Conference 'Innovation in Healthcare: from Research to Market,' in Brussels on 30-31 March 2011.

This conference will bring together key stakeholders of the healthcare sector to highlight and discuss the policy developments needed for research and innovation in healthcare at European and National level, in the frame of the Innovation Union and beyond.

Dr. Lisziewicz will share her experiences with the audience in the section 'Fostering Entrepreneurship'. The main topic of her lecture is, "How to manage an innovative biotech company in 'bad times'." Indeed, as one of the leading innovative biotechnology companies, Genetic Immunity was able not just survive in the last two years, during the financial crisis, but achieved major value creation milestones.

Genetic Immunity's lead product DermaVir against HIV/AIDS is the first disease modifying approach in the field of the immunotherapy. It is the first product candidate in a broad spectrum of the company's portfolio targeting huge unmet medical needs like chronic infection, cancer and allergy. Data of Phase II clinical trials demonstrated excellent safety, immunogenicity and antiviral efficacy and have **shown clinically significant median 70% viral load reduction in patients** treated, as compared to placebo, **without any side effects.**

About PDV

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." For more information, please visit <http://www.powerofthedream.com>

About Genetic Immunity

Genetic Immunity is a privately held US/Hungarian biotechnology company developing a new class of immunotherapeutic biologics for the treatment of viral infections, cancer and allergy. The Company's proprietary therapeutic vaccine platform technology is based on dendritic cell-targeting topical nanomedicines. For more information please visit <http://www.geneticimmunity.com>

About DermaVir

DermaVir is a novel therapeutic HIV vaccine with both antiviral and immunomodulating activities. Genetic Immunity believes that DermaVir has the potential to offer a paradigm change in the treatment of HIV/AIDS based on clinical data showing boosting of HIV-specific T cells and decrease of HIV-infected cells that are not eliminated by antiretroviral drugs. DermaVir has an excellent safety profile similar to vaccines used in healthy adults and children. The goal of DermaVir immune intensification is to modify HIV disease, decrease drug exposure while maintaining undetectable HIV-RNA levels and achieve remission (functional cure) in HIV-infected patients.

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