



TRANSTECH^{USA}

MEDIA ALERT

TransTech USA invited to present at the 321 Go Global™ Program, in Auckland and Wellington New Zealand on March 23rd – March 27th 2004

DENVER, CO. – Feb.23, 2004 – TransTech USA, a leading corporate advisory firm for international technology companies entering the USA, has been invited to present along with other leading authorities from the US, Europe and Asia Pacific. Peter Bryant will discuss a best practice framework for selecting international markets and developing a market driven approach to successful commercialization. In addition he will talk on entering new markets, Business and marketing strategy development and will meet and mentor companies participating in the innovative 321 Go Global™ program.

Peter Bryant, Founder and President of TransTech USA, will draw on his 20 plus years of global IT experience with leading technology companies in building and driving sustainable growth in competitive environments. This is blended with a unique understanding of the international psyche and US business mentality – thus providing a valuable insight into how international businesses can succeed in the demanding and competitive US market. He will share his experiences with helping TransTech USA clients to reach this goal.

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To speak with Mr. Bryant or for more information about successful commercialization in the US market and its implications for your business plans, please contact Peter Bryant at +1 303 807 3762 or peterbryant@transtechusa.com.

About TransTech USA

TransTech USA, based in Denver, Colo., provides corporate advisory and business development services to emerging international and US technology and biotech/healthcare companies to successfully commercialize their products in the US. The ultimate goal is to maximize a company's return on investment and provide the widest choice of exit strategies. For more information, please visit the company's Web site at www.transtechusa.com.

About The Icehouse and the 321 Go Global™

The ICEHOUSE (International Centre for Entrepreneurship) is part of the University of Auckland Business School's vision of creating a world leading Business School with a mission to create, support and grow internationally successful New Zealand businesses. The ICEHOUSE works with start-ups through to established multi-million dollar companies to accelerate business growth and wealth creation via such initiatives as incubation and education programs. The ICEHOUSE was developed by The University Business School with its partners, which include The Boston Consulting Group, HP and Microsoft. The 321 Go Global™ is a new 18 month program that takes the insights of New Zealand and international entrepreneurs and applies them to high-growth New Zealand businesses looking to succeed in offshore markets. For more information, please visit the organization's Web site at www.theicehouse.co.nz