



TRANSTECH USA



MEDIA RELEASE

Peter Bryant, a leading Corporate Advisor joins T-UP: The Technology Entrepreneur Centre - Advisory Board

Wellington NZ and Denver CO – Dec 13th 2004 - Wellington, New Zealand-based technology incubator T-UP, the Technology Entrepreneur Centre, has announced the appointment to its advisory board of leading corporate advisor Peter Bryant. Mr. Bryant is an ex-pat New Zealand who now runs his own technology advisory group TransTech USA and has extensive business experience in the technology sector in the United States, Asia/Pacific and United Kingdom.

T-UP CEO Robert Acton welcomed Mr. Bryant onto T-UP's advisory board, saying his networks and skills would greatly complement those already in place.

"Peter has enormous knowledge and skill in the ICT sector in which T-UP is placing increasing emphasis. His energy and skills will be greatly valued," Mr. Acton said.

"Peter is already delivering high level seminars in New Zealand through companies enrolled in the Hi Growth project and his combination of commercial knowledge and technical know-how, give him a unique perspective on developments in the ICT sector and how they can best be commercialized."

"I am very excited about joining T-Ups advisory board, as I see a tremendous level of innovation and enthusiasm in NZ. I can offer insights and experience that will help these companies on their commercialization journey. Also, as a Victoria alumnus, it is gratifying to be able to participate at this level for my university"

About T-UP

T-UP: The Technology Entrepreneur Centre is based in Wellington, New Zealand and is one of New Zealand's leading technology incubators, having close links to Victoria University of Wellington through Vic- Link, the university's commercial arm. T-Up, The Technology Entrepreneur Centre is an incubation service provider focusing on ICT start-up companies with the potential for high-growth. T-UP's mission is to create a valuable support system that allows selected ICT start-ups to establish themselves in the national and international markets. For more information, please visit the company's Web site at www.t-up.co.nz

About TransTech USA LLC

TransTech USA, based in Denver, Colo., provides systems and programs to improve the performance of technology companies entering new markets. 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.