



## Contacts

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### **E-ZASSI.COM SPEEDS NETWORKING AND MEDICAL DEVICE TRADE BY AUTO-MATCHING MEMBERS AND TECHNOLOGIES**

**Only Online Life Science Network to Connect All Functions Across the Medical Device  
Industry Based on 46 specific Business Interests, Intents and Objectives and 5,000 industry  
Traits and Attributes**

**FERNANDINA BEACH, Florida, November 13, 2009** – e-Zassi.com, the fast-growing provider of the medical device industry's only online business network and decision support system, now offers a proprietary AUTO-MATCH capability that automatically calculates and suggests specific members and technologies to e-Zassi members based on mutual synergies and goals.

e-Zassi.com was developed as an online business network to bring together all segments of the medical device industry via decision-support tools that allow companies and individuals to network, partner and bring products to market more efficiently in a highly secure, online community that protect all users from revealing proprietary and confidential information.

The AUTO-MATCH function builds upon similar web-based business sites that intelligently suggest links and products (such as Amazon.com recommending books based on a customer's previous behaviors and sales) to suggest possible connections to relevant members and technologies based on 46 specific business interests, intents and objectives. Suggestions are created from detailed member profiles created through e-Zassi.com Device Network Attributes (DNA) web-based Q&A interface that extracts and leverages more than 5,000 traits and attributes.

John Miner, a Senior Licensing Associate with the University of Central Florida's Technology Transfer office, says that: "Being able to easily and cost-effectively expand our contact list through AUTO-MATCH is one of the key benefits to being members of e-Zassi.com." Miner coordinates the technology transfer activities for hundreds of technologies, and is always seeking new opportunities to license, collaborate or secure funding to develop new medical technologies. "In just a few short

weeks, AUTO-MATCH has provided key connections I've already been in touch with, which is saving our department time and revenue and creating real partnering opportunities."

Examples of the 46 reasons a match is suggested and the member message include:

- **Acquiring/Licensing Technology:** This potential is looking for technology in the member's specialty.
- **Technology Investing:** This potential match is selling technology or looking to find an investor in the [early/mid/mature] stage of development in the member's medical specialty.
- **Seeking Strategic Partners:** This match is looking for a strategic partner related to the member's areas of interest.
- **Geographic:** This match is looking to build a network with other local members of e-Zassi.com.
- **Manufacturing:** This match provides an FDA-approved manufacturing quality system with experience in the member's desired medical specialty.
- **Technology:** This match has design or manufacturing capabilities with expertise the member may need.
- **Funding:** This match may have funding available for the member's type of technology.
- **Regulatory Expertise:** This match is a regulatory service provider with specific expertise in the member's specialty.

"In today's tough economic times more than ever, minimizing the time and money it takes to find and develop collaborations or gain financing is critical. AUTO-MATCH represents an automated, intelligent service that connects synergistic parties and represents another way that e-Zassi is helping members achieve their business goals securely and effectively," said e-Zassi Chief Executive Officer Peter M. von Dyck.

### **About e-Zassi.com**

e-Zassi.com is a subscription-based online business network and Software as a Service (SaaS) company that was spun off Zassi Medical Evolutions®, a privately held company with more than a decade innovating and developing in medical devices. The full suite of software tools on e-Zassi.com offers new efficiencies in the medical device industry, from product development through manufacturing and distribution. Tools allow for technology transfer; business development; market and commercial analysis; due diligence & portfolio management; intellectual property and patent development; product development and financial planning; and capital acquisition via venture capital and grants. Customized memberships are available now. For more information regarding e-Zassi.com or to join the community, please visit [www.e-zassi.com](http://www.e-zassi.com) or call +1.866.474.6328.

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