

## **in4, Ltd. launches iGlue demonstrator, an internet search and content organizer based on semantic web technology**

BUDAPEST, Hungary, July 24, 2008 – Power of the Dream Ventures, Inc. (OTC BB: PWRV), one of Hungary's premier technology acquisition and development companies, today announced that in4, Ltd. a Hungarian software company in which PDV owns substantial equity, has launched a functional demonstrator of their iGlue product.

iGlue is an integrated online content manager and search engine that goes beyond today's widespread, language-dependant search mechanisms based on identifying character strings. iGlue identifies and manages entities, not keywords. Whether he is called Alejandro Magno, Büyük İskender or Lissandru lu Granni, these names all refer to the same person; Alexander the Great, and most likely we would like to find information about the person himself. This is the principle iGlue uses to manage entities appearing in web content, and it will find relevant information even if the given element appears in a form that is different from what we used in launching the search.

"Many people have been asking 'What's next for the web?' I believe that the launch of this functional iGlue demonstrator provides a simple, eloquent yet powerful answer to that question. iGlue's rich feature set, multi domain cross collaboration between different applications, and its user friendly presentation will revolutionize how the internet is used." commented Viktor Rozsnyay, CEO of Power of the Dream Venture.

Two years in development, the just released functional demonstrator of iGlue, and its associated blog, is intended to educate users about the product and to gather feedback from people in anticipation of a public Beta release, planned for the fourth quarter of 2008.

"Today's release is what we'd like to call a 'shakedown cruise' of iGlue. It gives users a functional product, allowing them to browse through and to use many of iGlue's feature rich functions, to keep up to date on final feature sets to be incorporated into the beta release, and to give us feedback, suggestions, comments through the official iGlue blog" said Peter Vasko, founder and CEO of in4, Ltd. "We hope that people will recognize our intent with iGlue and will like its features. Even though this is the first functional official release of the product we have already received numerous inquiries from multi-national companies seeking partnership, investment and even acquisition opportunities. This fills us with hope that iGlue will be well received and will provide many hours of enjoyment for internet users" Peter Vasko concluded.

The official iGlue features demonstrator and its accompanying Blog can be access at <http://www.iglueit.com>

The current release of the iGlue requires Safari 3.0 or Firefox 2 or better. For the full iGlue experience users are encouraged to use Firefox 3. An Internet Explorer compatible version will be released in the coming weeks.

Power of the Dream Ventures acquired equity in in4, Ltd in 2007 and has been financing development of the product. PDV currently owns 30% of in4, with an option to increase ownership to 40%.

### **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](http://www.powerofthedream.com)

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