

Power of the Dream Ventures retains Sichenzia Ross Friedman Ference LLP.

BUDAPEST, Hungary, January 12, 2009 – Power of the Dream Ventures, Inc. (OTC BB: PWRV), Hungary's premier technology acquisition and development company, today announced that it retained Sichenzia Ross Friedman Ference LLP to serve as legal counsel to the company in issues relating to regulatory and business matters.

"I am delighted to be a client of Sichenzia Ross Friedman Ference LLP. Their reputation and leading position will be a great asset to the Company as we move forward and fully execute our business plan. They have been instrumental in helping a number of other Hungarian companies navigate through the regulatory landscape and obligations of being publicly traded. I look forward to a long and fruitful partnership with them," commented Viktor Rozsnyay, CEO of the Company.

"We are very excited to be representing Power of the Dream Ventures, Inc. We have had great success representing other public companies traded in the United States that have their principal business operations in Budapest. We will make available to Power of the Dream Ventures, Inc. all of our resources both in the United States and Hungary," said Gregory Sichenzia, Founding Partner of Sichenzia Ross Friedman Ference LLP.

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>

About Sichenzia Ross Friedman Ference LLP

Sichenzia Ross Friedman Ference LLP represents over 100 publicly traded companies and at least two with operations in Budapest. SRFF has led the nation in representing public companies in PIPEs transactions, both domestic and International, since 2004. The New York based firm has completed over 250 such transactions totaling over 1 billion dollars. The Firm provides experienced, professional representation in all matters involving the securities industry, as well as in all general corporate and litigation matters. SRFF's clients range from start-ups to established, listed companies. For more information, visit www.SRFF.com.

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