

Genetic Immunity, InPlay: Company to present at the Bio International Convention in Atlanta

BUDAPEST, Hungary, May 13, 2009 – Power of the Dream Ventures, Inc. (OTC BB: PWRV), Hungary's premier technology acquisition and development company, is pleased to present this Genetic Immunity release, based on a previously announced agreement whereby Power of the Dream Ventures will issue communications for Genetic Immunity on an ongoing basis.

Genetic Immunity is pleased to announce that Julianna Lisziewicz, Chief Executive Officer of the Company, will be presenting at the Bio International Convention, to be held from May 18-21, 2009 in Atlanta, Georgia.

Dr. Lisziewicz will discuss DermaPrep, Genetic Immunity's topical Dendritic Cell Targeting delivery system for pathogen-like vaccines. DermaPrep has been clinically tested in combination with the Company's unique vaccine nanoformulation technology that converts antigens (e.g. pDNA, proteins) into pathogen-like nanoparticles to mimic the natural danger signal of the body that results from pathogen exposure. The nanoparticle contains the antigen of the target disease complexed with a polymer to improve its stability and immunogenicity by protecting the antigen from degradation and ensuring the effective antigen presentation of Dendritic Cells. Dendritic Cells in turn generate long-term immunologic memory to protect against relapse. Several animal and human studies (Phase I and II) have demonstrated the safety, tolerability and immunogenicity of this approach.

"I am glad to be a presenter at the Bio International Convention. Our pipeline of products has reached a state of maturity that allows us to begin seeking industry partners for faster commercial introduction. This convention is the perfect venue to share our results and hopefully ink a number of partnership deals," commented Julianna Lisziewicz, CEO of the Company.

About Genetic Immunity

Genetic Immunity is a US/Hungarian development stage biopharmaceutical company establishing leadership in Nanomedicines for immune amplification. Nanomedicine, an offshoot of nanotechnology, refers to highly specific medical intervention at the molecular scale for treating disease or repairing damaged tissues. By leveraging its proprietary immune amplification platform technology, the Company aims to address new markets for infectious diseases, cancer and allergies through the discovery, development and commercialization of topically administered nanomedicines. These indications represent a significant unmet medical need and the potential for alternative treatment approaches. <http://www.geneticimmunity.com>

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>

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