

## Genetic Immunity, InPlay: Company to present at Phacilitate's 8th annual European Vaccine Forum

BUDAPEST, Hungary, June 18, 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 Dr. Julianna Lisziewicz, Chief Executive Officer of the Company, will be presenting "DermaVir Nanomedicine: The Next Generation DNA Vaccine" at Phacilitate's 8th annual European Vaccine Forum, to be held from June 22-24, 2009 in Barcelona, Spain.

"I look forward to discussing the latest developments on our nanomedicine and dendritic cell targeting delivery system with conference attendees and to learn more about the progress of other companies active in the fields of immune therapy and vaccines. This event, just like the Bio International Convention in Atlanta, will give us many opportunities to look for partnerships and, or to reach for greater exposure of our immunotherapeutics technology," commented Julianna Lisziewicz, CEO of the Company.

Phacilitate is a specialist in the organization of exclusive events for leaders from the life sciences community. Their philosophy is simple – to deliver the ultimate in strategic knowledge exchange and networking through flawless, personalized service. Phacilitate's 8th annual European Vaccine Forum will run in parallel this year to a new conference – the Active Immunotherapeutics Forum. Dr. Lisziewicz will be attending both conferences.

### **About Genetic Immunity**

Genetic Immunity is a US/Hungarian 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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