

Power of the Dream Ventures signs Investment Agreement with Genetic Immunity

BUDAPEST, Hungary, March 23, 2011 – Power of the Dream Ventures, Inc. (OTCBB: PWRV), Hungary's premier technology commercialization company, is pleased to announce the signing of an Investment Agreement with Genetic Immunity (www.geneticimmunity.com), one of the leaders of therapeutic vaccine product development.

Cooperation between Genetic Immunity and PWRV dates back to 2009, when PWRV received rights to invest in GI and to issue press releases for the Company. With today's signing of the Investment Agreement over two years of close collaboration has finally come full circle.

Founded in 1998, Genetic Immunity is a leading biopharmaceutical company leveraging its proprietary nanomedicine technology platform to develop Therapeutic Vaccines. DermaVir, the Company's Lead Therapeutic Vaccine Candidate, has been developed for the treatment of HIV/AIDS, with recently **completed Phase II clinical trial showing clinically significant median 70% viral load reduction** in vaccinated patients as compared to placebo **without systemic side effects**. Such excellent safety and immunogenicity were seen in up to seventy HIV-infected people treated with DermaVir demonstrating the human Proof of Concept for the technology platform.

“With the signing of this agreement we are taking a quantum leap forward in our goal of assisting Hungarian technology companies enter the international market. Genetic Immunity is one of those once in a lifetime opportunities all investors covet. I am gratified that after two years spent on putting this deal together we finally have the signed agreement. I believe our equity and Warrant coverage will result in nine digit investment appreciation within a very short period of time,” commented Viktor Rozsnyay, CEO of PWRV.

“We are pleased to collaborate with PWRV, the lead investment company focusing on highly innovative Hungarian technologies. The experience of PWRV to commercialize breakthrough technologies is synergistic to Genetic Immunity expertise on therapeutic vaccine product development. We believe this partnership will accelerate the growth of Genetic Immunity as a biotech company, expand our product portfolio and create added value for our investors,” said Dr. Julianna Lisziewicz, CEO of Genetic Immunity.

Beside the immediate investment the agreement provides Genetic Immunity substantial operational support to raise a minimum of \$25 million.

“We were successful in negotiating substantial equity and Warrant coverage. In the coming weeks we will announce a road map for Genetic Immunity, something all participants have agreed on, a plan that will benefit both the shareholders of Genetic Immunity and Power of the Dream ventures,” added Viktor Rozsnyay.

About PDV

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." For more information, please visit <http://www.powerofthedream.com>

About Genetic Immunity

Genetic Immunity is a privately held US/Hungarian biotechnology company developing a new class of immunotherapeutic biologics for the treatment of viral infections, cancer and allergy. The Company's proprietary therapeutic vaccine platform technology is based on dendritic cell-targeting topical nanomedicines. For more information please visit <http://www.geneticimmunity.com>

About DermaVir

DermaVir is a novel therapeutic HIV vaccine with both antiviral and immunomodulating activities. Genetic Immunity believes that DermaVir has the potential to offer a paradigm change in the treatment of HIV/AIDS based on clinical data showing boosting of HIV-specific T cells and decrease of HIV-infected cells that are not eliminated by antiretroviral drugs. DermaVir has an excellent safety profile similar to vaccines used in healthy adults and children. The goal of DermaVir immune intensification is to modify HIV disease, decrease drug exposure while maintaining undetectable HIV-RNA levels and achieve remission (functional cure) in HIV-infected patients.

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