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## **Lono Medical Systems, LLC Awarded “Most Promising Life Science Technology Company” Recognition at Rice Alliance Life Science Venture Forum**

HOUSTON – May 20, 2008 – Lono Medical Systems, LLC was named one of the top ten most promising Life Science companies at the 7th Annual Rice Alliance for Technology & Entrepreneurship Life Science Venture Forum in Houston last week. Life Science companies showcased their new ventures for an audience of more than 350 attendees, including investors, venture capitalists, industry representatives, business leaders, advisors/mentors, service providers, and entrepreneurs.

Cynthia A. Doerr, M.D., partner, Essex Woodlands Health Ventures said of the presenters, “This is one of the most mature groups of healthcare-related company presentations that I have reviewed in Houston, and I intend to follow their progress closely.”

Lono is a medical technology company focusing on bioacoustic medical products. Lono’s first product under development is a passive fetal heart monitor designed to be safer, easier to use, and more comfortable than the invasive ultrasound devices currently in place.

The one day event culminated in an announcement of the *Most Promising Life Science Companies* chosen from nearly 40 competitors and judged by the Rice Alliance Information Technology Advisory Board, based on the companies’ elevator pitch presentations. The exercise simulates meeting an investor on an elevator and having only 90 seconds to convince them to invest in your company.

Rice Alliance Director Brad Burke, announced the winners of the Most Promising Life Science Company awards at the event. “Every year the quality of companies improves. Many of the companies at this year’s event have developed prototypes, obtained proven results and are on their second round of funding. This makes them more appealing to investors, who have also expressed appreciation for the quality of the companies.”

"Since it began seven years ago, the MD Anderson Cancer Center has co-hosted and supported the Rice Alliance Life Science Technology Venture Forum. The event is aligned with our mission at the Office of Technology Commercialization to move our most promising innovations out of the lab and into the clinic and marketplace to aid M. D. Anderson Cancer Center in fulfilling its mission of Making Cancer History," said Chris Capelli, Vice President, Office of Technology Commercialization at the U.T. M. D. Anderson Cancer Center. "This Rice Alliance life science venture forum has been a great venue to showcase some of the most promising life science technology-based ventures which have the potentially to dramatically improve the lives of

millions of patients. We are pleased to encourage the commercialization of technology innovations through this program."

The Forum was supported by **Baker Botts, LLP, MD Anderson Cancer Center, Winstead Attorneys, Comerica Bank, Deloitte** and **Baker & McKenzie** with media sponsors **Houston Business Journal** and the **BusinessMakers Radio Show**. Elevator pitches from the competition can be heard at [www.thebusinessmakers.com](http://www.thebusinessmakers.com).

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