

RoseStreet Labs & ASU Announce an Obesity Research & Commercialization Agreement for Dietary Monitors

PHOENIX, Arizona, June 2, 2004---RoseStreet Labs and Arizona State University announced today an Obesity Research & Commercialization Agreement to develop dietary monitors that could promote healthy lifestyles by providing instant feedback to dietary conditions.

The research is focused on development of LifeStyle Sensor Monitors (LSM's) with the capability for rapid analysis of metabolic fat absorption and fat burning thereby allowing an individual or a health care provider instant feedback on diet control. Uses for the devices include monitoring diets such as Low Carb diets, the Atkins Diet, the Zone Diet, the South Beach Diet, and specific Nutritional programs focused on obesity control.

Plans are for ASU and RoseStreet Labs to develop the technology in 2004 under a sponsored research and commercialization agreement. RoseStreet Labs will commercialize low cost, disposable sensors in 2005-2006. ASU researchers have been developing this technology for several years and will employ RoseStreet Labs wireless sensor capabilities including design for manufacturing, systems integration and commercialization.

Obesity is a burgeoning cost and health issue. The estimated yearly health costs of health related issues in the US alone are over \$100B. In addition, obesity is considered the second largest medical issue in the US with extensive impact to our health care system and health insurance costs. Obesity complicates and increases health care issues in cardiovascular disease, diabetes control, diabetes onset, a variety of cancers and several other life disrupting diseases.

The new agreement between ASU and RoseStreet was executed by Arizona Technology Enterprises (AzTE), the technology commercialization and business development company responsible for ASU intellectual property.

“We are excited to work with RoseStreet Labs as they continue to develop and commercialize this important technology,” said Eric Guilbeau, Chair of the Harrington Department of Bioengineering in the Ira A. Fulton School of Engineering at ASU. “Transfer of the obesity sensor to industry is an example of the positive impact that Proposition 301 funding is having on the creation of new industry in Arizona, and of the Fulton School of Engineering’s emphasis on human health and technology enhanced lifestyles.”

“We are pleased to partner with ASU and AzTE in this important project for obesity control,” said Bob Forcier, President and CEO of RoseStreet Labs. “We believe that jointly we can move quickly towards commercializing a viable solution for monitoring obesity and promoting healthier lifestyles in Arizona and the U.S.”

Dr. Joan Vrtis, CTO of RoseStreet Labs added, “These lifestyle sensor monitors will be highly accurate and can provide feedback within 10 seconds to the individual utilizing advanced BioMEMs technology and system integration. The need for a small, low cost sensor of metabolic indicators leverages our work and ASU’s work in the areas of miniaturized wireless sensor and nano-sensors.”

“This is a prime example of the opportunities that exist for enterprises and university researchers to work together to bring advanced technologies from the university to the marketplace,” said Anil Jain, Vice-President and Managing Director of Technology Ventures for AzTE.

RoseStreet Labs, LLC, is a supplier of products and services for wireless infrastructure in the life science and homeland security markets.

For further information contact:

Charlie Lewis, AzTE, (480) 965-8059

Stephanie Sarabia, RoseStreet Labs, (602) 431-6020 ext. 216