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MPR to Sponsor Two Workshops at OneMedForum SF 2011

Alexandria, VA (January 4, 2011) – MPR Associates (www.mpr.com) is proud to announce their sponsorship of OneMedForum SF 2011 from Jan.11-13 in San Francisco, CA at the Sir Francis Drake Hotel.

MPR will also be sponsoring two interactive workshops centered on the Virtual Company Model at OneMedForum. The first workshop, *Benefits of the Virtual Company Model*, will be led by MPR's Director of Product Development, Christian Haller, and take place on January 11th & 12th at 10:00am. This workshop capitalizes on the tremendous success of MPR's *Entrepreneurship in the Medical Device Industry Boot Camp* held at AdvaMed 2010, where industry participants gained important insights on how to reach the market quickly with maximum impact.

In the *Benefits of the Virtual Company Model* workshop, Mr. Haller will be covering best practices of the Virtual Company, allowing participants to gain key insights on when it is best to stay small and when it is best to grow.

The second workshop, *Building Revenue as a Virtual Company - Creative Distribution and Sales Strategies*, will be led by Kevin Schimelfenig, Managing Partner of SalesForce4Hire. This workshop will present the ways to overcome the challenges of commercialization and how to keep overhead costs at a minimum while earning revenue and increasing the value of a company. Mr. Schimelfenig's workshop, sponsored by MPR, will take place on January 11th at 1:30pm and January 12th at 3:30pm.

To learn more about both MPR sponsored OneMedForum SF 2011 workshops, please go to:

Benefits of the Virtual Company Model - <http://www.onemedplace.com/forum/benefits-of-the-virtual-company-model>

Building Revenue as a Virtual Company - <http://www.onemedplace.com/forum/building-revenue-as-a-virtual-company>

About Christian Haller

Christian Haller joined MPR in 1985. Since 2000, he has served as the General Manager and Executive Director of the Product Development Division of MPR Associates. As a recognized thought-leader in the areas of New Product Innovation and Technology Development, Mr. Haller contributes strategic guidance and vision to clients ranging from start-ups to Fortune 100 companies. Under his guidance, MPR has taken over 100 companies from start-up through commercialization. While the focus is on life science and

green technology projects, Mr. Haller has managed a multitude of projects including automotive, aerospace, and industrial and consumer products. Mr. Haller earned a Master of Science degree in Mechanical Engineering and a Bachelor of Science degree in Mechanical Engineering from the University of Virginia.

About Kevin Schimelfenig

Mr. Schimelfenig is the Founder and Managing Partner of McGeever, LLC and its subsidiary, SalesForce4Hire, LLC. He recently served on the Board of Directors for Great Lakes Pharmaceuticals, is a member of the Ohio Tech Angel Fund, the North Coast Angel Fund, Wilmington Investor Network, and Research Triangle Angels and is an active investor in several early stage medical companies. As the leader of SalesForce4Hire, he has developed and executed the proprietary Sales Accelerator System® which has consistently proven its value in multiple life science and medical device markets. In addition, he was responsible for the evolutionary Sales Prototyping® Process, now deployed in several companies of distinct magnitude. Kevin has also been a guest speaker at the National Business Incubator Association's annual meetings, the Angel Capital Association, and AdvaMed discussing subjects ranging from investor "Show Stoppers" for early stage company capitalization and best practices for launching disruptive technologies into acute care settings. Prior to founding the firm in 2001, Kevin enjoyed a distinguished career in the medical products/services industry. He has played lead roles in creating new businesses, turning around underperforming companies, as well as achieving record revenues and profits with established enterprises such as Johnson & Johnson, STERIS, along with several other start ups.

About MPR Product Development

MPR Product Development is an experienced engineering and industrial design business division of MPR, specializing in the development of new technologies and products. MPR Product Development works with clients as a development partner from conceptualization through technology transfer and manufacturing. MPR Product Development provides all engineering, research and development, design and prototyping services, and regulatory support needed to commercialize our clients' products.

About MPR Associates

MPR Associates is an employee-owned engineering and project management services firm founded in 1964. The company is headquartered in Alexandria, VA., with offices in Houston, TX, Clifton Park, NY, Bedminster, NJ, and East Lyme, CT. MPR maintains a staff of 200 and actively recruits promising engineers and scientists from major U.S. colleges and universities, as well as the industry.

MPR specializes in serving the health and life sciences, energy, and defense and national security market segments. The company supports clients in over 50 countries and 6 continents. The company is responsible for more than 200 patents and 100 "first-of-a-kind" proprietary solutions. For information on MPR, please visit www.mpr.com.