

Genetic Immunity, InPlay: ACTG completes the Phase I/II, Randomized, Double-Blind Study to evaluate the Safety, Tolerability, and Immunogenicity of DermaVir Patch Vaccine

BUDAPEST, Hungary, March 19, 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 a going forward basis.

Genetic Immunity is pleased to announce completion of a Limited Center Phase I/II Trial conducted by the AIDS Clinical Trials Group (ACTG) as sponsored by The National Institute of Allergy and Infectious Diseases. Genetic Immunity anticipates that trial results will be released within the next nine months following analysis.

This Phase I/II, randomized, double-blind study was conducted to evaluate the safety, tolerability, and immunogenicity of LC002 a topical therapeutic DNA vaccine, DermaVir, for the treatment of individuals with chronic HIV-1 infection who have highly active antiretroviral therapy (HAART)-induced durable suppression of viral replication. Subjects were enrolled into one of three cohorts, randomized and received either DermaVir (six subjects per cohort) or DermaVir placebo (two subjects per cohort). Subjects, HIV-infected men and women 18-50 years of age, were studied for a total of 61 weeks. Each cohort's immunization schedule was administered over a 13-week period, with an additional 48 weeks of follow-up for safety evaluations. A total of 24 subjects (eight subjects/cohort) were enrolled, randomized and received DermaVir or the DermaVir placebo.

Objectives of the trial included the evaluation of safety, tolerability, CD4+ and CD8+ T-cell counts, distribution and magnitude of HIV-1-specific immune responses and anti-double stranded (ds) DNA antibody response.

“Since this Phase I/II trial concluded without any mid trial stops we are confident results will be on par, or better than our previous successfully concluded Phase I trial. With our successful primate data, two additional Phase II trials currently underway and expected to be completed by the end of this year, I believe we are now close to presenting exciting human data on our innovative DermaVir Patch vaccine,” commented Julianna Lisziewicz, CEO of Genetic Immunity.

Genetic Immunity's novel candidate plasmid DNA-based nanomedicine vaccine, DermaVir Patch, has been under development for the last ten years. It is expected to induce T-cell immunity in HIV-1-infected individuals. DermaVir nanomedicine contains a unique immunogenic plasmid DNA construct that is nanoformulated to mimic a pathogen that enters into the body via the skin and induces immune responses.

DermaVir is the designation for Genetic Immunity's topical vaccine products comprised of a plasmid DNA expressing the majority of HIV genes complexed with a chemical polymer and sugars. This nanomedicine formulation is designed to improve gene expression of plasmid DNA to elicit potent immune responses. The LC002 vaccine used in this Phase I/II trial contained three specific components: the plasmid DNA derived from a Clade B HIV-1 isolate, polyethylenimine-mannose (PEIm), and dextrose solution. The DNA (pLWXu1) is formulated with PEIm as the gene delivery system that, when combined with DermaPrep transdermal administration, makes it possible to transfer the DNA to epidermal Langerhans Cells (LC). These pick up and carry the DNA to the regional lymph nodes to present the DNA-encoded antigens to naïve T-cells, thus initiating HIV-1-specific cellular immune responses.

For more information please visit the Company's official website at <http://www.geneticimmunity.com> or contact Dr. Julianna Lisziewicz directly at +36-1-272-0364

About Genetic Immunity

Genetic Immunity is a US/Hungarian development stage 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." For more information please visit our website at <http://www.powerofthedream.com>

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