

## Genetic Immunity, InPlay: Company successfully completes patient enrollment in Italian Phase II trial of DermaVir Patch HIV topical immunotherapeutic nanomedicine

BUDAPEST, Hungary, June 24, 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 an ongoing basis.

Genetic Immunity is pleased to announce the completion of enrollment in the PHPC02 Phase II clinical study. This randomized, placebo-controlled trial is designed to investigate whether DermaVir Patch topical immunization during highly active antiretroviral therapy (HAART) induces elevations of HIV-specific T cell precursors with high proliferative capacity (PHPC) in HIV-1-infected individuals, and whether the quantity of PHPC correlates with the viral load set point following analytical treatment interruption (ATI). This third Phase II study is being conducted at the IRCCS Policlinico San Matteo in Pavia, Italy with a total of sixteen subjects.

“We are enthusiastic to collaborate on this trial with ViroStatics srl, one of Italy's leading biotech companies. Our Italian collaborators have enrolled all subjects in record time in this Phase II trial designed to demonstrate the benefit of our topical immunotherapeutic nanomedicine in the treatment of HIV-disease. In this study we are using DermaVir as an additional drug supplementing HAART to reconstitute the HIV-specific immune system of the patients. We now have two European trials underway in addition to a Phase I/II trial in the USA that is also nearing completion. We look forward to receiving the PHPC02 data once the study is completed in 2010,” commented Julianna Lisziewicz, CEO of Genetic Immunity.

“The trial has the potential to introduce and confirm new biomarkers of the body's immune control of HIV and other chronic diseases. We are very fortunate to be able to test the hypothesis by employing DermaVir, one of the best immune-based product candidates available,” added Franco Lori, MD, the study's Protocol Chair.

Subjects in the study are randomized to receive either DermaVir Patch (eight subjects per cohort) or DermaVir Patch Placebo (eight subjects per cohort) every four weeks for three applications while receiving maximally suppressive HAART. HAART will be discontinued at Week 9 for an ATI period of 20 weeks.

Patients are on study for a total of 29 weeks (nine weeks of HAART followed by 20 weeks of ATI). Each subject's DermaVir/Placebo application schedule is administered over an 8-week period (Day 0, 28, and 56). HAART is discontinued on Day 63 and is resumed on Day 203. However, individuals who have not met HAART restarting criteria at that time can elect not to restart therapy. After week 29, a safety and immunogenicity follow-up evaluation is done every three months for an additional year for all participants.

For more information please visit the Company's official website at

<http://www.geneticimmunity.com>

### **About Genetic Immunity**

Genetic Immunity is a US/Hungarian 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.

### **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." We primarily focus on providing enabling solutions in the fields of environmental technologies, power generation and storage, software products and services, biotechnology, medical devices and what we call 'disruptive technologies.' For more information please visit our website at <http://www.powerofthedream.com>

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