

Genetic Immunity Successfully Completes ISO audit

BUDAPEST, Oct 17, 2012 – Genetic Immunity (OTCBB PWRV) is proud to announce the successful ISO 9001:2008 audit in support of its ongoing International Organization for Standardization Registration and Certification. The audit included both the review and enhancement of the Quality Control Methods, and the process improvement within “Biotechnological Product Development: research, development and clinical trials” that was entirely financed by the \$7 Million grant obtained from the Hungarian Office for Innovation and Technology.

“The maintenance of an effective quality management system is the cornerstone of our innovative operations and represent the next generation enterprise culture in biotechnology. We rather jumping up over the hurdler and want to jump even higher than striding low,” – said Dr. Julianna Lisziewicz CEO of Genetic Immunity.

The ISO 2008:9001 quality management system of Genetic Immunity is established the research and development processes and clinical trial management. It covers the accurate and state of art electronic documentation of the results and support the translational medicine approach. The motto of the Genetic Immunity “what is not documented, never happened” is implemented in the daily work processes. The impact of the quality is measured in the precise regulatory submissions, rapid approval of clinical trials, prevention of delays in timelines of projects and the high reproducibility of the experiments.

“Genetic Immunity has built a technology company integrating the science of translational medicine and the knowledge of mathematics and bioinformatics. The establishment of a digital quality management system was challenging, but they achieved their goal to further improve their competitiveness. Genetic Immunity is the only biotech company I know that effective in embedding the information technology within the medicinal product development processes,” – said Mr. Laszlo Wiandt, the CEO of Idesol (www.idesol.hu).

Genetic Immunity is a wholly owned subsidiary of Power of the Dream Ventures, Inc. (OTCBB: PWRV.)

About Genetic Immunity

Genetic Immunity is a clinical stage technology company committed to discovering, developing, manufacturing and commercializing a new class of immunotherapeutic biologic drugs for the treatment of viral infections, cancer and allergy. The Company’s two distinguished technology platforms will revolutionize the treatment of these chronic diseases. Our Langerhans cell targeting nanomedicines are exceptional in both safety and immune modulating activity boosting specific Th1-type central memory T cells. Such immune responses differ from antibodies induced by vaccines. These are essential to eliminate infected cells or cancerous cells, and balance the immune reactivity in response to allergens. Our IT team generated a complex algorithm to match the mechanism of action of our drugs with clinical efficacy. In the future, we will predict the clinical and immunological benefits of our drugs based on the patient’s disease and genomic background. The unique mixture of our technologies represents the next generation of personalized but not individualized medicines ensuring a longer and higher economic return.

Genetic Immunity's primary focus is the development of DermaVir that acts to boost the immune system of HIV-infected people to eliminate the infected cells that remained in the reservoirs after successful antiretroviral treatment. Three clinical trials conducted in EU and US showed that DermaVir immunizations were as safe as placebo and only four sequential patch treatments required to reduce the HIV infected cells in the blood within 24 weeks.

In 1988 Drs. Lisziewicz and Lori founded the Genetic Immunity in the US after they described the 1st patient whose immune system was boosted to control HIV after treatment interruption (Lisziewicz et al. New England Journal of Medicine 1999) that lead to the invention of DermaVir. The Company's innovative technology team directed by Dr. Lisziewicz, a champion of immune boosting therapies, is now headquartered in Budapest, Hungary. For more information please visit <http://www.geneticimmunity.com>

Forward-looking statements

Statements in this press release that are not strictly historical in nature constitute forward-looking statements qualified in their entirety by this cautionary statement. Forward-looking statements include, without limitation, statements regarding business combination and similar transactions, prospective performance and opportunities and the outlook for the companies' businesses, including, without limitation, the ability of PWRV to advance Genetic Immunity's product pipeline or develop a curative immunotherapy for HIV, performance and opportunities and regulatory approvals, the anticipated timing of data from clinical data; the possibility of unfavorable results of the company's clinical trials; filings and approvals relating to the transaction; the expected timing of the completion of the transaction; the ability to complete the transaction considering the various closing conditions; and any assumptions underlying any of the foregoing. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties and are cautioned not to place undue reliance on these forward-looking statements. Actual results may differ materially from those currently anticipated due to a number of risks and uncertainties. All forward-looking statements are based on information currently available to the companies, and the companies assume no obligation to update any such forward-looking statements.

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