



Emerging Technology Centers and WellDoc Finalist for International Award

March 16, 2011

Baltimore, MD -- Baltimore City's technology incubator, the Emerging Technology Center (ETC) and its incubator program graduate company WellDoc, a healthcare company that develops technology solutions to help improve chronic disease management, announced today that they have been selected as one of two finalists for the "Incubator of the Year" and "Outstanding Incubator Graduate" awards by the National Business Incubation Association (NBIA). The award winners will be announced on April 12 at the NBIA's International Conference on business incubation in San Jose.

ETC and its companies are no stranger to the limelight. ETC was one of the finalists at NBIA's annual award reception in 2010 and for four consecutive years - a first in NBIA history - an ETC client company was selected from over 35,000 companies and recognized as "Incubator Company of the Year". This prestigious NBIA award went to, CSA Medical in 2009, Millennial Media in 2008, Social Solutions in 2007 and Cynergy Group of Baltimore in 2006.

"We are honored to be named as a finalist along with our graduate, WellDoc," said Ann Lansinger, President of the ETC. "Building on past successes, and energized by this honor, ETC is committed to providing a creative and supportive environment in which technology companies will thrive."

ETC graduate WellDoc aims to improve the lives of patients with chronic diseases by developing innovative technology to help them manage their diseases. The company's flagship product, DiabetesManager® System, received United States Food and Drug Administration (FDA) 510(k) clearance. Now, WellDoc is the only mHealth company to receive FDA clearance for automated, real-time clinical and behavioral coaching based on patient data and to conduct randomized, controlled clinical trials for their solution, which helps patients and healthcare providers coordinate diabetes care for adult patients with type 2 diabetes, propel self-management, and achieve long-term adherence.

"We are excited to be a finalist for this award," said Ryan Sysko, CEO of WellDoc. "ETC has been incredibly supportive of us from the start, and they understood our vision of improving the lives of patients with chronic diseases."

In recent months, WellDoc has announced collaborations with large-scale commercial companies including AT&T, who is currently marketing and selling the AT&T-WellDoc mHealth Solution™ across the healthcare ecosystem, including to payors, self-insured employers and disease management organizations. Under this collaboration, it was recently announced that Health Care Services Corporation (HCSC), the fourth largest health insurer in the United States and an operator of Blue Cross Blue Shield plans in several states, will initiate a DiabetesManager program as part of the AT&T mHealth Solution.

WellDoc is also selected by NASDAQ and Consensus Advisors to be one of only 15 innovative companies to participate in The Next Great Consumer Brands Showcase on March 17, 2011

ETC works with early stage Baltimore-based technology entrepreneurs to help them move their businesses ahead faster and faster than they could on their own. It is estimated that ETC companies have created in excess of \$273.5 million in economic activity for the City of Baltimore.

NBIA is the world's leading organization advancing business incubation and entrepreneurship serving more than 1,900 members from 60 nations. Approximately 25% of the NBIA membership is from outside

the United States. Each year, the NBIA Incubation Awards honor business incubation programs, incubator graduates, and incubator client companies that exemplify the best of the industry.

About the ETC

The ETC, a venture of the Baltimore Development Corporation, is a non-profit business incubator focused on growing early-stage technology and biotechnology companies. The ETC promotes economic development, providing business, technical, and networking connections to help these companies grow and prosper - adding to both the job and tax base of Baltimore City. To date, ETC client companies have received over \$827 million in funding and have been issued over 200 patents. Since 1999 ETC has provided assistance to 192 companies; 80% of its graduate clients are still in business. For more information, visit www.etcbaltimore.com .

About WellDoc

WellDoc®, a healthcare company that develops technology solutions to improve chronic disease management outcomes and reduce healthcare costs, is focused on simplifying the way chronic diseases are managed through a collaborative, life-changing approach that breaks down the barriers of engagement and adherence by providing patients and their healthcare providers with real-time, actionab