

FOR IMMEDIATE RELEASE

**SUZIE H. PUN, Ph.D., NAMED ONE OF THE WORLD'S TOP YOUNG INNOVATORS BY *TECHNOLOGY REVIEW*, MIT'S MAGAZINE OF INNOVATION**

Dr. Pun honored at exclusive three-day event where international leaders connect with 100 top innovators under age 35

CAMBRIDGE, MA & PASADENA, Calif., – May 23, 2002 – Insert Therapeutics today announced that Senior Scientist Susie H. Pun, Ph.D., has been chosen as one of the world's 100 Top Young Innovators by *Technology Review*, MIT's Magazine of Innovation. The TR100, chosen annually by *Technology Review*, MIT's award-winning magazine of innovation, consists of 100 young individuals whose innovative work in business and technology has a profound impact on today's world. Nominees are recognized for their contribution in transforming the nature of technology in industries such as biotechnology, computing, energy, medicine, manufacturing, nanotechnology, telecommunications and transportation.

Dr. Pun, age 27, is working to develop a non-viral delivery system for gene therapy. Significant set backs with virus-based gene therapy methods have spurred scientists to look closer at non-viral approaches for gene delivery. Today, non-viral gene therapy is a small but increasingly visible – and viable – segment of the industry and is showing considerable promise in areas where traditional viral methods have failed.

For her work, Dr. Pun is being honored today during a conference and awards ceremony at the Massachusetts Institute of Technology. The event, themed "The Innovation Economy: How Technology is Transforming Existing Businesses and Creating New Ones", includes a full day of conference sessions and panel discussions followed by an evening gala awards ceremony. Hosted by *Technology Review's* Editor-in-Chief John Benditt and CNBC's Consuelo Mack, conference speakers include international leaders such as Kenneth Starr Esq.; Clayton Christensen, Harvard Business School professor and author of *The Innovators Dilemma*; Nadine Strossen, president of the ACLU; Rodney Brooks, Director of the Artificial Intelligence Laboratory and Co-director of Project Oxygen, MIT; Richard Rashid, Senior Vice President, Microsoft Research; and David Tennenhouse, Vice President and Corporate Technology Group Director, Intel Corporation.

TR100's unparalleled panel of judges includes:

- Dr. David Baltimore, President, California Institute of Technology
- Alfred Berkeley III, Vice Chairman, NASDAQ
- Richard Demillo, Vice President and Chief Technology Officer, Hewlett-Packard
- Dr. Philippe Janson, Vice President, IBM Academy of Technology
- Dr. Robert M. Metcalfe, Venture Partner, Polaris Venture Partners
- Dr. Cherry A. Murray, Senior Vice President of Physical Science Research, Bell Labs/Lucent Technologies
- Nicholas Negroponte, Director, MIT Media Laboratory
- Dr. Judith Rodin, President, University of Pennsylvania

*About Technology Review Inc.*

Re-launched in 1998 as "MIT's Magazine of Innovation," Technology Review is the world's oldest technology magazine. The magazine, as well as its signature events and Internet businesses, delivers essential information on emerging technologies on the verge of commercialization is a diversified media enterprise that. Since its re-launch, Technology Review's paid circulation has more than tripled, from 92,000 to 310,000 (as of January 2002). Several hundred thousand current MIT alumni, faculty and students, senior technology thinkers and influencers - venture capitalists, chief scientists, researchers, senior corporate executives, investors, and innovators throughout the world -- constitute the Technology Review community.

Based in Pasadena, Calif., Insert Therapeutics is a biopharmaceutical research company focused on developing non-viral, intracellular delivery systems for small molecule drugs and genes. Insert's technologies take the next step in the evolution of drug delivery by facilitating the efficient uptake and release of a range of drugs and genes directly into cells. The company's proprietary CycloSert™ delivery system is based on a non-viral, sugar-based polymer. It has shown to be relatively non-toxic and does not trigger an immune-system response, two factors which affect many viral-based delivery systems. CycloSert can carry therapeutics of any size, ranging from drugs to DNA, and their combinations. The company is privately held.

###