

## MEDIA ADVISORY

On the release of his new book **Biotech 2008**, biotech visionary G. Steven Burrill will discuss the transformation that is taking place in the pharmaceutical and biotech industries

*In a special Media Teleconference, Mr. Burrill will describe how the personalized medicine era is having a dramatic effect on drug development, healthcare delivery and an individual's approach to wellness.*

SAN FRANCISCO - The convergence of genomics, info- and nanotechnologies will radically alter every aspect of the healthcare system from the way companies develop and market drugs to the way individuals pay for and receive medical services, according to G. Steven Burrill author of **Biotech 2008 —Life Sciences: A 20/20 Vision for 2020\***.

Mr. Burrill, CEO of Burrill & Company, a San Francisco based global leader in life sciences with activities in Venture Capital, Private Equity, Merchant Banking and Media, will discuss what the industry will look like in 2020 in a press conference with reporters on **Wednesday, April 16, at 1 p.m. Eastern, 10 a.m. Pacific.**

Learn how by 2020:

- Wal-Mart will become the place to go for medical treatment.
- Your Blackberry will constantly monitor your health and alert your doctor of any problems.
- Nano-devices in the blood will diagnose and repair problems.
- Patients will carry their genome and health records on a smartcard.
- Business models will move from full-integrated pharmaceutical companies to a virtually-integrated model
- People will be able to purchase organs off-the-shelf or even grow their own.

### **Teleconference Access**

The dial-in for the conference is 800-949-8095 (US/Canada) 660-442-4947 (International) and the conference ID is 44020332. The press conference is available to journalists working for legitimate news organizations. All participants will be provided with a login to the online version of Biotech 2008 (contact Peter Winter for your log in information).

**\*Biotech 2008 – Life Sciences: A 20/20 Vision to 2020** is Burrill's 22nd annual report on the state of the biotech industry features a special focus on the future and looks forward just over a decade at the projected environment for the global industry in the year 2020. The book also highlights the critical developments in 2007 across all sectors including human healthcare, biofuels, agbio, and industrial biotechnology.

*Biotech 2008* is available at [www.burrillandco.com/bio/biotech\\_book](http://www.burrillandco.com/bio/biotech_book) for \$430. An online version of the book is available for \$295 (single user license).

### **About Burrill**

Founded in 1994, Burrill & Company is a San Francisco-based global leader in life sciences with activities in Venture Capital, Private Equity, Merchant Banking and Media. The Burrill family of venture capital funds has over \$950 million under management and its merchant banking business is one of the industry leaders in life sciences transactions. The company's 60 person scientific and business team, supported by its 40-person Advisory Boards, the strategic and financial network of its limited partners, and the close relationships developed with numerous life sciences companies and management, provide Burrill with unparalleled access and insight.

Burrill is the creator, sponsor and facilitator of over a dozen leading industry conferences worldwide and publishes a wide range of bio-intelligence reports including: its annual "State of the Industry", The Personalized Medicine Report, The Stem Cell Report, and periodic newsletters covering Canada, China, Europe, India, Japan and Partnering/M&A. In association with the California Healthcare Institute, Burrill publishes The Journal of Life Sciences – a bimonthly magazine.

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