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nTAG Teams with MIT's *Technology Review*, Sponsors Emerging Technologies Conference

- nTAG's interactive name badge will be deployed during the event, which will highlight other technological innovations that are transforming the way we live and do business -

Boston, Mass. – September 19, 2007 – nTAG Interactive, the premier provider of real-time event data management solutions, and *Technology Review* announced today that nTAG's interactive attendee badges will be used at the Emerging Technologies (*EmTech*) Conference taking place September 25 – 27, 2007 at the Massachusetts Institute of Technology (MIT) in Cambridge, Mass. In addition to streamlining attendee networking and information exchange, the nTAG system will enable event organizers to gauge session effectiveness and analyze multiple types of data in real time, including networking and session attendance levels. nTAG is also a conference sponsor.

Technology Review's EmTech Conference is a unique event that brings together industry leaders and renowned innovators to explore next-generation technologies and their impact on business and society. This year's conference features such industry luminaries as Bob Metcalfe, a general partner at Polaris Venture Partners known for inventing Ethernet and founding 3Com; Kevin Rose, founder of Digg; and Charles Simonyi, cofounder of Intentional Software, who previously led the development of the Microsoft Office suite.

"*EmTech* is a world-class event dedicated to showcasing technological innovation, and nTAG extends this theme to our event strategy," said Kathleen Kennedy, Technology Review's senior vice president of business development. "nTAG's technology will enable attendees to more effectively network and exchange information, participate in sessions via audience response and get instant alerts to any changes in schedule."

nTAG technology is a staple at events held by some of the world's leading and most progressive companies such as IBM, GE and CIGNA. nTAGs help organizers capture, combine and analyze multiple types of data – such as networking activity, survey responses, session attendance and lead capture at expo booths – on site and in real time. By improving networking and increasing knowledge levels, through nTAG's audience response feature, value is maximized for both attendees and organizers.

"Organizations have recognized that face-to-face events are an irreplaceable complement to their overall integrated marketing and communications efforts, and they're committed to

enhancing event success and quantifying results,” said David Goretski, CEO of nTAG. “We’re honored to work with and sponsor *Technology Review’s EmTech* Conference at MIT, one of the industry’s leading events. nTAG will provide *Technology Review* with a complete event data management solution that is unmatched in the industry.”

About *Technology Review*

Technology Review, Inc., an independent media company owned by MIT, is the authority on the future of technology, identifying emerging technologies and analyzing their impact for leaders. Technology Review's media properties include *Technology Review* magazine, the oldest technology magazine in the world (founded in 1899); the daily news website TechnologyReview.com; and events such as the annual *EmTech* Conference at MIT.

About nTAG Interactive

nTAG Interactive is the leader in Event Data Management (EDM). The nTAG real-time event data management system helps event organizers and participants to achieve their event objectives – business development, education, motivation, market research, customer loyalty, team building, and brand promotion. Built around the first interactive name badge, the nTAG system provides advanced tools for targeted networking, session interactivity, and lead generation. It also delivers never-before-available data for marketing and ROI analysis, and it automates on-site logistics (attendance tracking, surveys, messaging, agenda publication and more). nTAG has been used at events for IBM, Procter and Gamble, Lucent, WellPoint, MasterCard, General Electric and many others. To learn more about how nTAG can help make your next event a success, please call 877-NTAG-YES or visit nTAG on the web at www.ntag.com.