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Pioneering Australian Companies to Compete in 2009 Innovation Shoot Out Program in Los Angeles and Silicon Valley

—G'DAY USA's Third Annual Australian Innovation Shoot Out Program Moves to California—

December 2, 2008 (San Francisco) – Six State finalists from across Australia will travel to California to participate in a competition to demonstrate that their innovative new products and services are ready to be launched in the U.S. marketplace January 13-15, 2009.

Now in its sixth consecutive year, G'DAY USA: Australia Week 2009, which hosts and promotes Australian culture, business, fashion and food, will give each of the six State finalists an opportunity to present their innovation and investment potential to U.S. business and industry executives in two events. In past years the Innovation Shoot Out was a one day event held in New York.

Each of the six finalists, who participated in Australian State competitions during the past year, will first travel to Los Angeles to participate in the 2009 Australian Innovation Fast Pitch for venture capital investors in the Southern California region on January 13th. They will then travel to Silicon Valley, where they will participate in the 2009 Australian Innovation Shoot Out, in which they will present their business' revolutionary new innovation to a panel of judges on January 15th. This will be followed by a luncheon profiling what makes Australia a globally competitive location to invest in leading edge innovation, R&D, engineering and product development; and strategic operations.

The six State finalists include: Nuix (www.nuix.com) from New South Wales, Impedimed (www.impedimed.com) from Queensland, m.Net Corporation (www.mnetcorporation.com) from South Australia, JadeLiquid Software (www.jadeliquid.com) from Tasmania, E Ball Games (www.eballgames.com.au) from Victoria and Sensear (www.sensear.com) from Western Australia.

In Silicon Valley, the panel of judges will rate the contestants based on the uniqueness of their technology, and their potential for success in the US market place.

“These businesses represent the best and brightest that Australia has to offer,” commented the Honorable John Olsen A.O, Consul-General to New York. “Australian and American businesses have a long tradition of working together to create some of the world's most significant products and solutions, and I expect the Innovation Shoot Out to help keep that tradition alive.”

The winner of this year's Innovation Shoot Out will receive a prize package designed to help them launch their business in the U.S.

“We are very excited to once again bring some of the most unique startup businesses in Australia to the United States,” continued Olsen. “Previous years have demonstrated that this program can not only help profile Australian innovation in the U.S., but we have seen tangible results where these companies are providing cutting edge solutions in medicine, manufacturing, security and bio science.”

Members of the media wishing to secure tickets for this year’s Australian Innovation Fast Pitch on January 13th in Los Angeles, or the Australian Innovation Shoot Out on January 15th in Silicon Valley should contact Dan Brown of Mulberry Marketing at 415-439-8357 or dbrown@mulberrymc.com. All Innovation Shoot Out events are invitation only, members of the general public should contact Louis Matthews from Advance Louis@advance.org to express their interest in attending these events.

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G’DAY USA: AUSTRALIA WEEK – OVERVIEW

G’Day USA: Australia Week 2009 is a promotion from January 13 –24, 2009, showcasing all things Australian, including food and wine, travel, film, arts, culture, fashion, business and investment. The event is produced by the Department of Foreign Affairs and Trade, Qantas Airways, Tourism Australia and the Australian Trade Commission.

For more information, visit www.australia-week.com

Growing from its inception in 2004 and celebrating its sixth year of success, G’Day USA: **Australia Week** is now arguably the largest foreign country promotion held annually in the United States.

THE KEY OBJECTIVE: to raise Australia’s commercial and cultural profile in the US by demonstrating Australia’s innovative and sophisticated economy that offers leading edge research and technology in products, goods and services.