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**UK AND IRELAND'S MOST PROMISING HIGH GROWTH TECHNOLOGY COMPANIES
TO BE REVEALED APRIL 27-28; FINALISTS STAND TO BENEFIT FROM \$10 BILLION IN
INVESTMENT CAPITAL**

***Gala Dinner at Royal Courts of Justice to Feature Keynote
by British Olympic Team Psychiatrist***

London and Dublin, March 30, 2010 – The European Tech Tour today announced that the 30 finalists of the 2010 UK and Ireland Tech Tour will be announced at a gala dinner held at the Royal Courts of Justice in London on April 27. The finalists – selected from a pool of 250 applicants – represent the region's most promising, high-growth, early- and expansion-stage technology companies.

Dr. Steve Peters, a psychiatrist with the British Olympic Cycling team, will serve as the keynote speaker at the dinner. The UK Tour will be held in London the following day while the Irish portion will be held in Dublin on April 29. During that time Tech Tour finalists will have twenty minutes to present their business plans to senior partners, vice presidents and CEOs from the global venture capital and technology industry, as well as service providers and academics. They will benefit from networking opportunities, local and international media exposure and opportunities to secure funding. There is over €10 billion worth of investment capital present at the Tour.

Tech Tour contenders span the technology spectrum and are based or incubated in England, Scotland, Wales, Northern Ireland and Ireland. Finalists are selected based on the uniqueness of their technology, the strength of their business model, vision, capability to execute on the business plan and the quality and track record of their management.

“Competition this year has been fierce, with some exceptionally clever thinking and compelling business propositions,” said Victor Basta, president of the UK and Ireland Tech Tour. “Short-listing thirty companies is tough. We believe the finalists will not just be companies to watch but have the potential to assist in Europe’s economic recovery. We look forward to revealing all at the gala dinner.”



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About the European Tech Tour

The European Tech Tour Association (ETT) was founded in Geneva in 1998 in response to the growing interest in emerging technology companies in various European regions. ETT is an independent, not-for-profit organisation composed of key contributors to the high technology industry. The Association recognises that continued prosperity in Europe lies in its ability to transform today's innovative projects into tomorrow's global technology leaders.

For further information, please visit www.techtour.com

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