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LUX RESEARCH ANNOUNCES KEY STRATEGIC HIRE

Leading nanotech research and advisory firm hires Matthew Nordan as Vice President of Research

New York, NY – June 22, 2004 –Lux Research, Inc., the world's premier research and advisory firm focusing on the business and economic impact of nanotechnology, today announced it hired Matthew Nordan as its Vice President of Research.

Matthew brings experience in building world-class research operations at Forrester Research, where he most recently ran the firm's North American project consulting business. Earlier, Matthew grew Forrester's operations in Europe from its headquarters in the Netherlands, where he launched and led research practices in three vertical industries and built Forrester's European consulting business. Matthew has been an invited guest on CNN and CNBC to comment on emerging technology markets and has been widely cited in publications including The Wall Street Journal and the Financial Times. In addition, he has participated in developing public-sector technology strategy with organizations including the World Economic Forum and the European IT Observatory. Matthew is a summa cum laude graduate of Yale University, where he conducted cognitive neuroscience research.

"I am pleased to announce Matthew's addition to an already accomplished group of leaders in the nanotechnology and research communities," said Lux Research CEO Peter Hebert. "His talents complement the capabilities of our existing team, providing us with great momentum, strong relevant experience, and grounded insight to help our clients make the most profitable decisions."

About Lux Research:

Lux Research is the world's premier research and advisory firm focusing on the business and economic impact of nanotechnology and related emerging technologies. Lux Research provides continuous advisory services, customized consulting, and reference studies to corporations, start-ups, financial institutions, and public sector organizations. Our founders and our research staff are the most widely recognized nanotechnology visionaries throughout the world. Visit www.luxresearchinc.com for more information.

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