

Contact:

Carole Jacques
Lux Research, Inc.
617-502-5314

carole.jacques@luxresearchinc.com

LUX RESEARCH FORMS RESEARCH ADVISORY COUNCIL

Outgoing President Matthew Nordan to chair forum on emerging technology commercialization

Boston, MA – August 24, 2009 – Lux Research, the premier research and advisory firm for emerging technologies, today announced the formation of its Research Advisory Council, which will meet regularly to assess chokepoints in commercializing science-driven innovation and identify new ways that Lux can support decision-makers. Lux will recruit the Council's membership in the coming months, drawing on the firm's deep client base and global network of thought leaders. The Council will be chaired by outgoing Lux Research President Matthew Nordan, who today joins venerable venture capital firm Venrock as a member of its energy investment team.

"New technologies for clean energy and resource recovery are exploding – our coverage universe of more than 1,000 start-ups and labs proves the point," said Dennis Philbin, CEO of Lux Research. "But too often, hurdles get in the way of commercialization that don't have to exist. Our Research Advisory Council will identify how Lux can help leaders address these challenges. As our co-founder Matthew Nordan enters a new role at Lux client Venrock, there's no one better to chair this forum."

Founded in 2004, Lux Research has become a globally-recognized authority on the business impact of emerging technologies, with practices in solar, energy storage, water, biosciences, and nanomaterials. The firm's client base comprises large corporations, forward-thinking investment funds, government agencies, and leading start-ups, all of which rely on the firm's technology scouting and market intelligence to pinpoint growth opportunities. Lux has been noted for the timeliness and prescience of its analyses – releasing the first comprehensive study of clean technology in 2007, accurately predicting today's solar market shakeout in Q1 2008, and being first to size and forecast the "hydrocosm" of water-related businesses late last year.

"I've been fortunate to participate in Lux's extraordinary growth, and its management team has the experience and know-how to reach new heights," said Matthew Nordan, vice president at Venrock. "The truly critical challenges of our age require big thinking and a new playbook. I'm excited to now launch Lux's Research Advisory Council and help equip clients for this future."

About Lux Research:

Lux Research provides strategic advice and on-going intelligence for emerging technologies. Leaders in business, finance and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and our extensive global network, we deliver insight, connections and competitive advantage to our clients. Visit www.luxresearchinc.com for more information.

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