

NEWS RELEASE

FOR IMMEDIATE RELEASE

Attention: High-Tech / Business Editors
March 5th, 2004

MAKING TECHNOLOGY HAPPEN™ - NBIA'S MOST POPULAR SMALL BUSINESS BOOK OVER THE LAST SIX MONTHS

The **National Business Incubators Association (NBIA)**, the world's leading publisher of business incubation books and a distributor of the Doyletech publication ***Making Technology Happen™*** in the United States, has rated it as its most popular small business book over the last six months.

The 191 page book, now in its fifth edition, is authored by Denzil Doyle, an Ottawa high tech industry executive and the founder of Doyletech Corporation. Originally published in 1988, it covers the entire spectrum of technology commercialization from the identification of exploitable technology in publicly funded laboratories, to the creation of new business ventures, to the ongoing management and governance of technology-based firms. It even has a chapter devoted to steps that can be taken by municipalities to create such firms in their areas of jurisdiction.

"We are extremely pleased by this endorsement" said Denzil Doyle. "The book, in its various editions, has been widely used across Canada, particularly here in Ottawa-Gatineau. I have heard it referred to as "the Valley Bible". Approximately 3,000 copies are distributed by Doyletech Corporation each year."

The books that NBIA distribute are subjected to a very rigorous approval process; one of its reviewers, Mark Ferri found the business planning section to be the best he'd ever seen. We are pleased to see how it has been accepted in the United States.

Doyletech Corporation provides economic development, technology mentoring, and strategic business planning services throughout Canada.

FOR MORE INFORMATION, PLEASE CONTACT:

Doyletech Corporation
Suite 201, 28 Thorncliff Place
Ottawa, Ontario, Canada K2H 6L2
Jeffrey Doyle or Glenn McDougall
Tel: 613.226.8900 Fax: 613.226.7900
www.doyletechcorp.com

