

Colorado BioScience Association (CBSA)
Media Awareness Campaign April 15, 2005 to Present – Updated 12/31/05

Updates in Red

<i>Print/Date/column inches related to CBSA</i>	<i>Ad Value Equivalency</i>	<i>Circulation</i>
4/22/05 Denver Business Journal – 2010 BIO – 5.5”	\$ 604.01	14,681
6/1/05 Denver Post – Biotech Bouncing Back - 1.5”	\$ 498.00	268,004
6/17/05 Denver Business Journal–Ed Wood et al – 1”	\$ 109.82	14,681
7/8/05 Rocky Mountain News – Ed Wood – ½”	\$ 166.00	267,031
7/11/05 Denver Post – Ed Wood et al – 1”	\$ 332.00	268,004
8/9/05 Denver Post–CO Biotech Garners Attn – 1¼”	\$ 415.00	268,004
8/10/05 Denver Post–Amgen&CO biotech—2.25”	\$ 747.00	268,004
8/16/05 Rocky Mountain News – Ed Wood – 1.5”	\$ 498.00	267,031
8/23/05 Denver Post – Biotechs On A Roll – 1”	\$ 332.00	268,004
8/26/05 Rocky Mountain News – Ed Wood – 1.5”	\$ 332.00	267,031
8/29/05 FC Coloradoan—Banking On Biotech – 12”	\$ 586.20	29,050
9/30/05 Denver Biz Jrnl-Biotech Sp Report–2 pgs 15”	\$ 13,947.30	14,681
10/7/05 Denver Biz Jrnl-\$s Flowing to CO - 30”	\$ 3,294.60	14,681
10/25/05 Denver Post – Maggie Holben – 1”	\$ 332.00	268,004
11/7/05 Denver Post – Biowest VC Showcase – 27 ½”	\$ 9,130.00	268,004
11/9/05 Denver Biz Jrnl – Awards – “Latest News”	\$ NA	NA
11/9/05 Rocky Mtn News – Biowest – 23.5”	\$ 7,802.00	267,031
11/9/05 PharmaLive.com – F&B/Inviragen	\$ NA	NA
11/11/05 Denver Biz Jrnl – More Funding – 22.5”	\$ 2,470.95	14,681
11/11/05 Denver Biz Jrnl – EcoDevo – 1 ¼”	\$ 137.28	14,681
11/16/05 Denver Post – F&B/InViragen – 1.5”	\$ 498.00	268,004
11/18/05 Colo Spgs Biz Jrnl – CBSA Awards – 11”	\$ 491.40	9,000
12/9/05 Denver Business Journal Latest News Online		
Shapard Annc	\$ NA	NA
12/9/05 Dorsey Life Sciences News – Shapard	\$ NA	NA
12/10/05 Rocky Mtn News – Shapard Annc – 1.125”	\$ 373.50	591,065
12/12/05 Denver Post – Shapard Annc – 2”	\$ 664.00	268,004
12/12/05 dBusinessNews.com Denver – Shapard	\$ NA	NA
12/18/05 Denver Post – Few Gifts for Colo. Bioscience		
-- CBSA mentioned as drafter of the		
“net operating loss” bill -- .25”	\$ 83.00	735,621
<u>TOTAL TO DATE</u>	<u>\$ 43,844.06</u>	<u>4,932,982</u>

Broadcast

9News 6 am

Date/Topic

4/?/05 Gregg Moss reader – BIO 2010

Additional Online Exposures Resulting from PR Newswire Disseminations

Outlet/Date	Detail
Colorado Springs Business Journal	2005 Colorado BioScience Assn Award Winners
DallasNews.com	2005 Colorado BioScience Assn Award Winners
KRON.com – San Francisco	2005 Colorado BioScience Assn Award Winners
KVVU-TV – Las Vegas	2005 Colorado BioScience Assn Award Winners
MedicalDevices.org	2005 Colorado BioScience Assn Award Winners
National Hispanic Corporate Council	2005 Colorado BioScience Assn Award Winners
RockyMountainNews.com	2005 Colorado BioScience Assn Award Winners
Yahoo! Finance	2005 Colorado BioScience Assn Award Winners
Colorado Springs Business Journal	F&B Venture Showcase/InViragen Announcement
DallasNews.com	F&B Venture Showcase/InViragen Announcement

KRON.com – San Francisco
MedicalDevices.org
National Hispanic Corporate Council
RockyMountainNews.com
Yahoo! Finance
Colorado Springs Business Journal
DallasNews.com
Finance Canada
KRON.com – San Francisco
KVVU-TV – Las Vegas
MedicalDevices.org
National Hispanic Corporate Council
RockyMountainNews.com
Yahoo! Finance
PharmaLive.com
CBS MarketWatch

F&B Venture Showcase/InViragen Announcement
F&B Venture Showcase/InViragen Announcement
F&B Venture Showcase/InViragen Announcement
F&B Venture Showcase/InViragen Announcement
F&B Venture Showcase/InViragen Announcement
Christine Shapard Announcement 12/9/05
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