

# PRESS RELEASE

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IMPROVING THE STATE  
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## Press Release for Technology Pioneers 2004

### THE WORLD ECONOMIC FORUM DESIGNATES TECHNOLOGY PIONEERS FOR 2004: VGX PHARMACEUTICALS SELECTED

**Philadelphia, December 11, 2003** – The World Economic Forum announced the designation of 30 Technology Pioneers 2004. [VGX Pharmaceuticals](#) has been selected as one of these Technology Pioneers.

Technology Pioneers are companies that are developing and applying the most innovative and transformational technologies. Their cutting-edge work in fields such as nanotechnology, renewable energy and biotechnology represents an enormous resource of entrepreneurial talent. This dynamic group is at the forefront of change in a variety of technology sectors.

In line with the Forum's commitment to improving the state of the world, the Technology Pioneers programme was established in 2000 to provide a new perspective on technological change. The Technology Pioneers programme identifies and integrates those companies around the world that are involved in the design and development of new technologies. Each innovation, whether it has large or small consequences, is another step in society's attempt to harness, adapt and utilize technology to change and improve the way business and society operates. The World Economic Forum is invested in monitoring and highlighting these innovations and exploring possible societal repercussions.

Each year members, constituents and collaborators of the World Economic Forum nominate Technology Pioneers. The criteria for selection include:

1. *Innovation*. The company's technology must be truly innovative. A new version or repackaging of an already well-accepted technological solution does not qualify as an innovation. The innovation should be recent – not more than two years old. The company should invest significantly in R&D.
2. *Potential Impact*. This company's technology must have the potential to have a substantial long-term impact on business and society in the future.
3. *Growth and Sustainability*. The company should have all the signs of a long-term market leader and should have well-formulated plans for future development and growth.
4. *Proof of Concept*. The company must have a product on the market or have proven practical applications of the technology. Companies in "stealth" mode and companies with untested ideas or models will not qualify.
5. *Leadership*. The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
6. *Status*. The company must not currently be a Member of the World Economic Forum. This criterion applies to the parent company – thus wholly-owned subsidiaries of large firms are not eligible.

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Nominees are evaluated by an external review committee comprised of technology experts with respect to the criteria above.

One of this year's Technology Pioneers is VGX Pharmaceuticals' J. Joseph Kim, Co-Founder, President & CEO. Dr. Kim joined VGX Pharmaceuticals from Merck & Co. where he had over 10 years of experience in the field of biopharmaceuticals, with a focus on drug and vaccine development. Dr. Kim has published over 60 peer-reviewed papers and book chapters, holds numerous patents and sits on several editorial boards and review panels. In 2002, Dr. Kim has been named one of the world's top 100 young innovators by *Technology Review* magazine. The "TR100", as this group is called was chosen by a very distinguished Panel of Judges (which includes 2 Nobel Prize Laureates).

**VGX Pharmaceuticals** ([www.vgxp.com](http://www.vgxp.com)), is actively engaged in developing a novel class of drugs for the treatment of HIV, cancer, and inflammatory diseases. VGX Pharmaceuticals' particular focus on viral genes, their protein products and human cellular targets provides a platform for the development of potent therapeutics whose mode of action directly impact critical cell functions. Company's lead anti-HIV drug compound, VGX-410, will enter Phase I/II human clinical trials 1Q 2004 in a collaboration with the Adult AIDS Clinical Trials Group (AACTG) and the US National Institutes of Health (NIH). In addition, the Company's first Cancer drug candidate is targeted to enter Phase I clinical trials within the next 24 months.

The uniqueness of the Technology Pioneer network ensures that companies involved in the development of new technologies are engaged in an integrated and interdisciplinary way. The Technology Pioneers community will provide the Foundation and its members with in-depth knowledge of some of the key technology issues facing society.

The **World Economic Forum** ([www.weforum.org](http://www.weforum.org)), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.