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**NJSBDC Hosts Business Growth Tour at Datatek Applications
in Somerset on October 24**

New Jersey's Lawmakers, Academia, Military, Technology, and Economic Development Officials Join in a Discussion on How Datatek, With the Help of Public/Private Partnerships, is Forging Ahead on Its Breakthrough Internet Technology Product Despite the Bumps, Booms and Busts

Somerset, N.J. (Oct. 24, 2007) - The New Jersey Small Business Development Centers has selected Datatek Applications, Inc., a custom software and information technology development company, as the second stop on its Business Growth Tours Across New Jersey, taking place 11 a.m. on Oct. 24, at Datatek's headquarters, 379 Campus Drive Suite 100, in Somerset.

Attendees include: Brenda Hopper, State Director, NJSBDC; Deborah Smarth, Deputy State Director, NJSBDC; Assemblyman Upendra J. Chivukula of the 17th District, who serves as Deputy Speaker, Chairman of the Assembly Telecommunications and Utilities Committee, and member of the Commerce and Economic Development Committee; Joshua Trojak, Acting Executive Director, New Jersey Commission on Science and Technology; Nina Moseley, Senior Director, Business Services, New Jersey Commerce and Economic Growth Commission; Randy Harmon, NJSBDC's Technology Commercialization Consultant; Luis Rodriguez, Director, Science and Technology, General Dynamics; Robert Grillo, Engineering Manager, U.S. Army at Fort Monmouth; and others.

The tour will spotlight NJSBDCs technology consulting and marketing services. It will provide insights into how public/private partnerships are helping Datatek, founded in 1998, survive a tumultuous decade of bumps, booms, busts, and restructuring along the way.

Datatek, a \$4 million company with 20 employees, credits the New Jersey Small Business Development Centers with helping the company survive by diversifying into the defense industry. The company turned to the NJSBDC in 2004 while in the midst of a significant downward trend that forced the company to slash its 60-member workforce and reconfigure its operations. By attending NJSBDC's Technology Commercialization workshops, Datatek learned about the Small Business Innovation Research (SBIR) grant initiative and has been successful at obtaining federal funding for the development of one of its Internet technology products.

"NJSBDC was instrumental in informing Datatek on the Small Business Innovation Research (SBIR) funding process," said Susan Stultz, Datatek's newly designated president. "As a result, Datatek's marketing and product development engineers spent time participating in SBIR workshops sponsored by NJSBDC. We also received consulting services from NJSBDC's Technology Commercialization and other business consultants," Stultz added. NJSBDC helped facilitate \$850,000 in SBIR funding for an

innovative technology product developed by Datatek called the IPv4-IPv6 Transformer. The product merges old Internet technology with new Internet technology, expanding capabilities over the Web.

Stultz said if the company obtains an additional \$1.5 million in funding for the manufacturing of its IPv4-IPv6 Transformer, Datatek will be able to generate revenue of up to \$18 million during the first 3 years following commercialization, and would add up to 10 full-time engineers to its operations.

“Datatek is more than case study in survival. We believe the company is poised for growth with the right funding,” said Brenda Hopper, State Director of NJSBDC. “We want lawmakers and business leaders to hear Datatek’s story because it is an example of how NJSBDC’s Technology Commercialization Center, and the right mix of public and private partnerships, are contributing to New Jersey’s job growth. Imagine what companies like Datatek could accomplish if they had more resources,” Hopper added.

“Companies like Datatek, that are on the cusp of major development, but may not have the capital or infrastructure to back R & D, need support from New Jersey,” said Assemblyman Chivukula. “While the New Jersey Commission on Science and Technology and Economic Development Authority should support companies like Datatek through the Edison Innovation Fund, Governor Jon Corzine’s Economic Growth Strategy must include investment in high-tech growth jobs,” said Chivukula.

The Assemblyman added, “Technology commercialization plays a critical role in new Jersey’s economy by converting intellectual property into commercial companies helping New Jersey’s economy grow.”

Trojak told the audience that the New Jersey Commission on Science and Technology is seeking to expand its alliance with the NJSBDC to help more companies like Datatek. “Datatek is one of those companies we would like to see more of,” said Trojak.

“Datatek is like the little engine that could,” said Moseley, of the New Jersey Commerce and Economic Growth Commission, who recommended Datatek apply for Edison R & D Innovation Funding as the next step in helping the company finance the product commercialization process.

NJSBDC’s Technology Commercialization Center

NJSBDC’s Technology Commercialization Center serves as a one-stop resource for science and technology companies such as Datatek seeking funding to bring their products to market. The Center’s consultants help companies identify their best prospects; assist in the preparation of funding proposals, business plans and investor presentations; offer guidance in developing strategic partnerships with government, academic, and businesses institutions; and help advise companies on how to access federal and state research and development grants, equity financing, angel funding and venture capital.

“Ideas are not enough to sustain business development,” said Deborah Smarth, Deputy State Director of NJSBDC “Increased commercialization funding and enhanced technical assistance for developing science-technology firms will help create the future Googles and Intels of the world, and turn research and development initiatives by New Jersey technology companies such as Datatek, into revenue generating products. Growth in the

technology sector will add higher-paying jobs and grow New Jersey's economy at a much quicker pace."

Datatek's Big Bump

One bump Datatek welcomes is its "Bump in the Wire" IPv4-IPv6 Transformer, a breakthrough product designed to connect old and new Internet-driven devices and addresses across the globe.

The product was jumpstarted in 2004 with \$302,000 in federal grant funding it received from the U.S. Army Communications-Electronics Research and Engineering Center (CERDEC) and the ACIN Camden Center for Entrepreneurship in Technology business incubator.

Datatek's hard work, innovation, perseverance and partnerships are paying off. Datatek was awarded additional Phase I and Phase II SBIR grants from the U.S. Army. Datatek credits SBIR grants with helping further the development of its IPv4-IPv6 technology.

More on Datatek's Bump in the Wire IPv4-IPv6 Transformer

Datatek's "Bump in the Wire" IPv4-IPv6 Transformer will enable customers to interface their existing equipment to the next generation Internet without costly upgrades. With Datatek's IPv4-IPv6 Transformer, no additional software or hardware systems are required to do this upgrade. It is just a "bump in the wire."

"Datatek's technology is expanding the Internet's ability to send and receive digital addresses," said Grillo, an engineering manager for the U.S. Army at Fort Monmouth. It's the Internet equivalent to expanding phone numbers from seven digits to 10 digits or adding four numbers to postal ZIP codes."

Datatek's Leadership

Datatek's current President and Founder, Francis Brophy, has assembled an executive management team rooted in the telecommunications and mobile communications industry to drive Datatek's future success. The team includes four former Lucent Technologies executives and engineers, specializing in research, design, product development and marketing. Datatek's designated President, Susan Stultz, a 28-year telecommunications industry veteran, leads global deployment of Datatek's next-generation Internet technology and legacy business support systems; John Tsimaras, Vice President responsible for design services, intellectual property and manufacturing; Michael Dazio, Vice President of marketing and business development overseeing Datatek's growth in government and defense markets; and Alan Stultz, Manager of business development, who is also directing Datatek's entry into diverse markets, including the health care, defense and telecommunications sectors.

About Datatek

Datatek specializes in creating innovative products and services that enable customers to migrate from old legacy technologies to newer technologies such as IP (Internet Protocol - system used for communicating data over the Internet), while saving millions of dollars in technology costs and labor costs. The company also has a division that researches and develops innovative medical devices, including a wireless, handheld ultrasound scanner that measures the blood flow in the brain.

About NJSBDC

The NJSBDC network (www.njsbdc.com) is the premier provider of comprehensive services and programs for small business in New Jersey, helping businesses expand their operations, manage their growth or start new ventures. NJSBDC, headquartered in Newark on the campus of Rutgers University, consists of 11 full-time service centers and additional affiliate offices with a presence in every county. Expert staff and practicing business consultants help established businesses and aspiring entrepreneurs to develop business plans, find financing, identify new markets and expand their operations.

Where Businesses Go to Grow

NJSBDC's business growth tour is part of NJSBDC's "Where Businesses Go to Grow" outreach initiative aimed at giving lawmakers, business leaders and economic development officials a firsthand look at the day-to-day operations of NJSBDC's small business clients and the impact of these companies on New Jersey's economy and job growth.

The NJSBDC reports that businesses such as Datatek, counseled by the New Jersey Small Business Development Centers, helped create and retain 11,832 jobs in the Garden State in 2006, with 15.5 percent of these jobs (1,845) newly created.

Members of the Media

ART AVAILABLE ON THE NJSBDC GROWTH TOUR INITIATIVE ON THE HOME PAGE OF WWW.NJSBDC.COM

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