

For Immediate Release

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**Fluid Innovation Named "Cool Vendor" by
Leading Analyst Firm**
*Vendors selected for the "Cool Vendor report"
are innovative, impactful and intriguing*

Austin, Texas - May 19, 2008 -- Fluid Innovation (<http://www.fluidinnovation.com>), the B2B marketplace for commercializing innovation, has been included in the list of "Cool Vendors" in the "Cool Vendors in Intellectual Property, 2008" report by Gartner, Inc. (<http://www.Gartner.com>)

The cool vendors in this report are offering solutions that begin to answer some nagging questions on the minds of IT departments around the world: 1) How can market mechanisms be used to lower the cost of third-party intellectual property (IP), and 2) should an organization be exploiting the software and process innovations developed internally?

"We are honored to have Fluid Innovation selected by Gartner as a top vendor in intellectual property," says Chris McKinzie, Fluid Innovation Founder and CEO. "Gartner not only has selected us as a leader, they share this opinion with our Fortune 500 and academic clients including: Microsoft, Science Application International Corporation (SAIC), Boeing and Texas A&M, to name a few. We worked hard to study the hurdles facing this industry and develop processes and tools to leap those hurdles. Best of all, we discovered you can have fun while working hard to monetize internally-developed innovation."

Fluid Innovation offers the emerging intellectual property industry both a unique solution set to take their internally-developed innovations to market, but also the industry's most comprehensive solutions to get the job done. These include:

- * Innovation Enterprise (<http://www.fluidinnovation.com/about/sell>) - the Fluid Licensing System is a comprehensive licensing work-flow solution that takes innovation from the inventor's desktop through approval and validation and then to market efficiently and fluidly.
- * Virtual Ventures (<http://www.virtualventures.com>) -- combines prediction market science with mass collaboration into a compelling

gaming format to quickly establish market value and viability on clients' innovations.

* Fluid Innovation Marketplace (<http://fluidinnovation.com>) -- the intellectual property world's largest and most efficient marketplace, which invites innovation sellers and buyers to come together -- but more importantly, it invites the public to participate and monetize their own B2B social network.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Fluid Innovation

Fluid Innovation, founded in 2005, is revolutionizing the process of turning ideas into innovation. Fluid helps Fortune 500 enterprises and large academic institutions such as Microsoft (NASDAQ: MSFT); Boeing (NYSE: BA); Science Application International Corporation (NYSE: SAI), and Texas A&M generate revenue by discovering, assessing, and licensing their internally-developed technologies to companies that commercialize and market them.

To learn more, visit www.fluidinnovation.com/aboutus or email pr@fluidinnovation.com.

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