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Philadelphia to Host National Business Technology Conference, Phorum 2013, Focused on Harnessing Disruptive Technology

Acclaimed Author and Innovation Thought Leader, Don Tapscott, Landed as Keynote

Philadelphia, PA (December 12, 2012) – The Greater Philadelphia Alliance for Capital and Technologies (PACT), in partnership with Fairmount Partners and LiquidHub, today announced that Phorum 2013, PACT's annual Enterprise technology conference, will be held March 21, 2013, at World Cafe Live in Philadelphia. The conference will focus on the impact of disruptive technologies, including big data, mobility, and social computing on businesses. Don Tapscott, the author of bestselling *Wikinomics* and an international authority on innovation, media, and the economic and social impact of technology, will give the conference keynote. The conference will also feature presentations from nationally recognized business and technology leaders who will provide real-world perspectives and will share the benefits of adopting relevant disruptive technologies.

"We are very excited to announce Phorum 2013 with its exceptional selection of speakers, especially our keynote speaker, Don Tapscott," said Dean Miller, PACT President & CEO. "Top executives from around the country gathered at Phorum 2012 with enthusiastic praise for its cutting-edge content, top-quality speakers and panelists, and intriguing Demo Pit participants. This year's conference lineup features some of the most strategic and innovative business technology leaders all in one place."

Phorum 2012 explored the benefits of cloud computing technology and strategies with an attendance of more than 400 executives. This year, Phorum 2013 will focus on disruptive technologies and how organizations are harnessing and benefiting from such technologies, with particular emphasis on mobility and consumerization, enterprise-level social computing, and big data. Industry thought leaders will provide engaging content through keynotes, panels, and interactive discussions to help executives understand how disruptive technologies can be pragmatically applied to transform the enterprise and achieve real business goals. In addition to the keynote speakers and panelists, there will once again be a Demo Pit featuring emerging technology providers in the big data, social, and mobility spaces.

"Phorum's focus on innovation and the economic and social impact of technology is perfect timing in today's economy," stated Don Tapscott, Phorum 2013 Keynote Speaker. "Disruptive technologies, if harnessed appropriately, can provide businesses with a sustained competitive edge. Businesses which fail to adapt, innovate and leverage new technologies will not just lose market share - many will ultimately fail."

Don Tapscott has had tremendous acclaim from business executives and the media for his *New York Times* 2007 bestselling book, *Wikinomics: How Mass Collaboration Changes Everything, Macrowikinomics and Paradigm Shift*. In 2011, he was named to the Thinkers50 Definitive List of the Top 50 Business Thinkers in the World. He was also a runner up as the World's Leading Thinker on Globalization, and *Macrowikinomics* was runner up for The Best Business Book of the Last Two Years. The *Washington Technology Report* called him the most influential media authority since Marshall

McLuhan. He has authored or co-authored 14 widely read books about information technology in business and society. Mr. Tapscott is CEO of The Tapscott Group, Chairman of the think tank Moxie Insight, and was founder and chairman of the international think tank New Paradigm before its acquisition by Moxie Software.

Phorum 2013 is presented by Fairmount Partners and LiquidHub, with sponsors including: Anexinet, Comcast, Dell, Evolve IP, Hollister Creative, KPMG, MaaS360 by Fiberlink, Morgan Lewis, PACT, SAP, Slice Communications, and Unisys. For more information on the agenda, speakers and panelists as well as to purchase tickets, visit www.phorumphilly.com

About Phorum Philly

Top executives from around the country gather at Phorum to explore new technologies and opportunities in a highly entertaining and collegial atmosphere. Phorum 2012 drew enthusiastic praise from 400 attendees for its cutting-edge content, top-quality speakers and panelists, energizing venue, and intriguing Demo Pit participants. Phorum 2013 will concentrate on three other top disruptive technologies: mobility and consumerization, enterprise-level social computing, and big data. Industry thought leaders as well as hands-on practitioners will provide engaging content through keynotes, panels, and interactive discussions to help executives understand not just the technology but how the technology can be pragmatically applied to transform the enterprise and achieve real business goals. For more information, please visit www.phorumphilly.com

About Philadelphia Alliance for Capital and Technologies (PACT)

Greater Philadelphia Alliance for Capital and Technologies (PACT)'s vision is to be a premier resource for emerging growth companies in the technology, clean technology, and life sciences industries. We connect emerging growth companies, venture investors, professional advisors, and technology-focused corporations to network, develop relationships, pursue business opportunities, and market and promote their businesses to foster growth and innovation. For more information please visit www.philadelphiapact.com

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