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**UNIVERSITY OF CHICAGO GSB COMPANY RETEL TECHNOLOGIES WINS  
\$50,000 TOP PRIZE AT MIDWEST VENTURE SUMMIT BUSINESS PLAN  
COMPETITION**

*Etoh Pharmaceuticals, Another GSB Business, Wins Second Place at the McGinnis  
Venture Competition in Pittsburgh*

The University of Chicago Graduate School of Business and the Polsky Center for Entrepreneurship today celebrated victories for two student businesses that participated in intercollegiate business plan competitions yesterday and over the weekend. ReTel Technologies won the \$50,000 top prize at the MBA Business Plan Competition at the Midwest Venture Summit held yesterday at the Gleacher Center; and Etoh Pharmaceuticals won second place in the life science track at the McGinnis Venture Competition hosted by Carnegie Mellon University on March 15<sup>th</sup>.

ReTel Technologies, comprised of students George Aspland, Scott Roberts, and Adam Rodnitzky, brings powerful online shopper analytics and dynamic pricing to offline retail environments using RFID technology. The Midwest Venture Summit MBA Business Plan Competition included participation from seven other Illinois universities, including Northwestern, DePaul, the Illinois Institute of Technology, Loyola, Southern Illinois University, the University of Illinois Chicago, and the University of Illinois Urbana-Champaign. The \$50,000 prize was awarded on behalf of the Illinois Department of Commerce and Economic Opportunity (DCEO).

Etoh Pharmaceuticals, comprised of students Steve Fausch and David Martinelli, is commercializing a drug for the treatment of alcoholism, which affects 17 million people in the US alone. The company, which is based on research developed at the University of Chicago, won \$5,000 in in-kind legal services. The McGinnis Venture Competition, hosted by Carnegie Mellon, revolves around emerging industries such as information technology, biotechnology, sustainable technology, robotics, nanotechnology, and telecommunications. Participants included teams from the top business schools across the country.

ReTel and Etoh are currently two of 25 Chicago GSB companies participating in the 2008 Edward L. Kaplan New Venture Challenge (NVC), Chicago GSB's premier business plan competition. Hosted by the Polsky Center, the NVC spans the academic year to prepare students for what it takes to launch and run a business. Now in its twelfth

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year, the NVC has awarded over \$500,000 to help launch more than 40 companies, which have gone on to raise more than \$100 million in equity capital. Winners will be announced in May. For more information visit [www.chicagonvc.com](http://www.chicagonvc.com).

**About the Polsky Center:**

The Polsky Center for Entrepreneurship is Chicago GSB's leading resource for students and alumni as they pursue entrepreneurial endeavors and private equity careers. The center supports entrepreneurial development through its cutting-edge curriculum, innovative hands-on learning experiences, leading faculty research, conferences, and community and global outreach programs. Entrepreneurship is the second largest concentration at Chicago GSB and, with an impressive growing network of students and alumni as entrepreneurs, the Polsky Center is dedicated to expanding and capitalizing on this vibrant and active sector of our economy. For more information visit:

<http://ChicagoGSB.edu/entrepreneurship/>

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