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MEDIA RELEASE

A Rising Tide Raises All Ships

-- SHOT to help *other* small companies win government contracts --

GREENVILLE, Ind. (May 9, 2006) -- SHOT, Inc., Indiana's most prolific winner of federal Small Business Innovation Research (SBIR) contracts, wants to use its well-earned expertise to help other companies win more such agreements with the government. The SBIR and Small Business Technology Transfer (STTR) programs are the largest source of early-stage financing for technology start-ups in the nation, with about \$2 billion in grants and contracts awarded each year. *Louisville will host the spring national SBIR/STTR conference May 15 – 18, 2006.*

SHOT has earned 47 SBIR Phase I, II & III contracts with NASA, the U.S. Army, Navy, Air Force, Office of the Secretary of Defense, the National Institutes of Health and the National Science Foundation. Through the SBIR and STTR programs, the company has brought more than \$35 million in federal research funding to Kentuckiana since 1990.

Why would SHOT want to teach other companies, perhaps even competitors, how to win more grants and contracts?

“First and foremost, helping other entrepreneurs get funding also may create new customers for our engineering and new-product development services,” said SHOT President and CEO Mark Deuser. “It is the proverbial rising tide that raises all ships.”

“We also recently spun off three new companies focused on further development and marketing of three different medical devices.” Two of the technologies have been developed principally with financial support from the SBIR program and Indiana's 21st Century Research and Technology Fund.

“The chances of successfully growing these companies in Kentuckiana are all the more likely in an economic and legislative environment that is more familiar with the needs of young SBIR funded companies,” said Deuser. “That familiarity is an important by-product of dramatically increasing SBIR participation.”

Despite the success of companies like SHOT, statistics gathered by the U.S. Small Business Administration in 2004 revealed that Indiana ranked 26th in the nation in SBIR contract values earned – Ohio ranked 9th, Michigan 14th and Illinois 17th. Kentucky ranked 37th.

SHOT will market its SBIR consulting services for the first time at the upcoming conference – being held at the Marriott Hotel in downtown Louisville.

“Some consultants make a living talking about what it takes to win SBIR contracts, but they may never have actually won any themselves,” said Deuser. “The SHOT SBIR experts we’re making available are the same ones responsible for our own success with the program.” The company’s proposal writers have won 29 Phase I, 16 Phase II and two Phase III contracts.

SHOT expects to provide a spectrum of services ranging from brief individual counseling sessions – where entrepreneurs can just get a “gut check” from company veterans, to one or two day “desk reviews” of draft proposals. Entrepreneurs that may have great technological resources, but lack the in-house personnel it takes to complete a winning proposal, could even outsource the entire process to the company.

From product design to production, SHOT provides comprehensive engineering and scientific solutions to solve problems faced by a broad spectrum of industries. With 30 full-time engineers, scientists and technicians, the company specializes in providing a multidisciplinary approach to design challenges. It serves several government agencies, universities and a growing list of commercial customers such as Procter & Gamble, Fire King Security Group and ASAP Automation.

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