



## **NEWS RELEASE**

### **Rich Falcone Joins Arizona State University's Technopolis Program**

**Scottsdale, Arizona U.S.A., July 1, 2005** – AXIS Market Solutions, LLC today announced that Rich Falcone has accepted an invitation to be a contributing executive in the ASU Technopolis Program. Technopolis is a high impact and focused initiative to move research in technology into the private sector. Contributing executives act as mentor and coach for “start-up” companies seeking growth and business development. Executives also partner with the University in sponsored seminars and lectures in entrepreneurship, intellectual property, product development, business development, marketing, sales, finance, law and team building. “It is exciting to be part of an effective and worthy initiative”, says Rich Falcone, President of AXIS Market Solutions. “Arizona State University is being recognized as a world-class institution for higher learning, and this program furthers efforts to drive high value research and education into the private sector”.

#### **About AXIS Market Solutions, LLC**

AXIS Market Solutions, LLC is a Delaware-registered company with United States headquarters in Scottsdale, Arizona; and satellite offices in San Jose, California and Chicago, Illinois. AXIS provides high value, professional services for companies seeking to launch or improve revenue in new and existing markets. AXIS works with client companies to develop and execute “Go to Market” strategies, establish alliances and sales channels, enhance market penetration, and to sell effectively. Emphasis is placed on worldwide business development, with particular focus in the USA, Asia and Europe. AXIS also supports the identification and evaluation of overseas outsource suppliers and manufacturers, through partnership with “in region” expert companies. For more information, visit [www.axismarketsolutions.com](http://www.axismarketsolutions.com) .