

Boulder Innovation Center

Boulder's Entrepreneurial Hub

FOR IMMEDIATE RELEASE

CONTACT: Eric Gricus
Client Development
Boulder Innovation Center
Office: 303.444.2111
Mobile: 720.289.7886
Fax: 303.444.3111

Boulder Innovation Center Adds Basket Africa, Organic Pet Superfood & La Isha as Natural & Organic Program Clients

BOULDER, CO. (March 5, 2009) – The Boulder Innovation Center (BIC) has added three new clients to its growing Natural & Organic Business Program, Broomfield-based Basket Africa, La Isha of Greenwood Village and Organic Pet Superfood of Boulder.

Organic Pet Superfood is a pet supplements company featuring a 100% organic formula blend of nine medicinal mushrooms to support and enhance a pet's immune system, healthy joints, skin and coat and digestion. The founding family has owned a mushroom farm in California for 25 years. Product and company details can be found at www.PetSuperfood.com.

Michael Crouch, head of marketing for Organic Pet Superfood commented, "We are so excited to work with the advisory board the BIC selected for us. As a young company just starting out, they are a dream team for us and we're really looking forward to learning from these industry experts."

Basket Africa is the largest American importer of woven market baskets from Ghana and the life passion of entrepreneur, Steve Karowe. The company also provides school supplies to children of the villages, healthcare to the weavers and recently built a community center for the village. For more information, please visit www.BasketAfrica.com.

Said Karowe, "The process of preparing for each meeting is very beneficial and helps me to focus my thoughts on specific topics. I am impressed with the wide range of advisors the BIC has access to--collectively they have an amazing amount of industry-specific experience. I am very energized about the process and the long-term results I foresee."

Colorado-based La Isha is a company devoted to the wellness and beauty needs of dynamic women over forty. Unlike mainstream brands, their organic anti-aging skin care is made fresh to order, one small batch at a time. They are especially proud to be the very first company to offer a revolutionary *all-natural, chemical-free topical serum designed to support good breast health*. Visit www.la-isha.com.

BIC Director, Tim Bour said, "Over the last year, our Natural & Organic Program has expanded well beyond natural foods and has expanded across the LOHAS market. Our capabilities now cross eco-friendly apparel and accessories, organic skin and body care, natural and organic foods and more. We're pleased to offer a program that can assist so many companies in our community."

The BIC's Boulder Area Business Program is designed to help new and early stage companies overcome the roadblocks and obstacles encountered while growing a business. Each Client is paired with a BIC Program Manager who works with the Client to identify the key challenges they

Boulder Innovation Center
1900 15th Street Boulder, CO 80302
Phone: 303.444.2111 Fax: 303.444.3111
info@BoulderInnovationCenter.com

Boulder Innovation Center

Boulder's Entrepreneurial Hub

are facing and create a solid plan to overcome these issues while achieving their personal and professional goals. The BIC then provides volunteer teams of experienced advisors to guide the clients towards success. In addition to working with Clients in the Natural & Organic sector, the BIC serves clients working in Software, Renewable Energy/Cleantech, Bioscience, Nanotechnology, Space Commercialization, Optical and Engineered products.

About the BIC

The Boulder Innovation Center is a 501 c (6) nonprofit focused on economic development through supporting entrepreneurship in the Boulder area. The center's service model provides a "high-touch" approach to helping companies by matching each client with a team of seasoned serial entrepreneurs and business experts who serve as volunteer advisers. The BIC is supported by fees paid by its clients along with support from City of Boulder, University of Colorado, Boulder Economic Council, State of Colorado, Boulder Chamber of Commerce, 8th Continent Aerospace Business Incubator, Naturally Boulder and donations from private sponsors. For more information please visit www.boulderinnovationcenter.com.