



**FOR IMMEDIATE RELEASE**  
**February 5, 2007**  
**Contact Mickie Beyer**  
**(619) 303-0968**

**THAT'S SO TEN MINUTES AGO:  
San Diego Companies Emphasize Pace of Technology with Area Teens**

**San Diego** –How do suit-and-tie corporate types and researchers in lab coats capture the attention of eye-rolling teenagers? That's the challenge more than 50 local businesses will conquer at San Diego's 10<sup>th</sup> Annual High Technology Fair, an educational event that attracts more than 2,000 local students. Sponsored by the San Diego Science Alliance (SDSA), the 2007 High Tech Fair will take place on Wednesday, March 14<sup>th</sup> at the Del Mar Fairgrounds. In keeping with this year's theme, "That's So Ten Minutes Ago— Keeping Pace with Science and Technology", exhibitors will impress on techno-fixated teens the breaking scientific developments that make innovation possible.

"San Diego's business community must spark the imagination of tomorrow's scientists if we are to remain a hub for genetic, biotech, telecommunications, computer and defense-related industries," said Mark Shults, President of SDSA's Board of Directors and associate director at AT&T California, presenting sponsor of this year's event. With concern rising nationwide about the lack of scientific literacy among today's youth, Shults calls on more San Diego County businesses to exhibit and share their excitement about science and the process of discovery.

Air Products and Chemicals, Inc., Amylin Pharmaceuticals, AT&T, BAE Systems, Cingular Wireless, Cubic Corporation, General Atomics, Kyocera, Microsoft, Northrop Grumman, SDG&E and Solar Turbines will be among the businesses employing interactive displays, hands-on exhibits and robotics to connect with middle and high-school students and their teachers on March 14<sup>th</sup>. AT&T will demonstrate the science behind their new AT&T Homezone and U-verse entertainment products, bringing together satellite television and high-speed internet technologies. Air Products will wow students with liquid nitrogen, using a chemical reaction, for example, to quick-freeze and preserve a banana. SDSA, a non-profit consortium of industry and educational leaders, can connect science instructors and professors with exhibitors to help them develop interactive, teen-targeted exhibits.

Companies interested in exhibiting can register at [sdsa.org](http://sdsa.org), or by contacting Cathy Akin, High Tech Fair Program Chair, at (760) 929-9897 or [cathy@akinassoc.com](mailto:cathy@akinassoc.com), or Mickie Beyer, SDSA Executive Director, at (619) 303-0968 or [mickiebeyer@cox.net](mailto:mickiebeyer@cox.net). The deadline to register is March 1, 2007.