THE GLOBAL SECURITY CHALLENGE

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For Immediate Release

Global Security Challenge Extends Deadline

NATO Partners with Global Security Challenge

London, July 5th 2006: The London Business School has extended the deadline for entrants in its Global Security Challenge – a business plan competition highlighting technological innovation made by start-ups that will make citizens of the world safer. The winning entrants will receive prizes, mentorship, and unparalleled networking opportunities and media coverage.

Because of overwhelming support and attention from the industry, we extended our initial executive summary submission deadline to August 15th. Online submission is available at www.GlobalSecurityChallenge.com. From the entries, five finalists will be selected to submit full business plans, with the winners to be announced at a Grand Final in London on October 26th 2006. Entry to the Global Security Challenge is open to individuals and young companies offering technology-based security products.

The Challenge was founded on the belief that entrepreneurs, and private sector technology solutions, developed around the globe have a role to play in winning the war on terror and crime. "Perhaps our biggest challenge is that of simply getting visibility on all the potentially useful technologies 'out there,'" said **Assistant Secretary General of NATO Marshall Billingslea**. "Across North America and Europe, there are tens of thousands of large and small companies, universities, government institutes and – in some cases – garages and hobby shops of inventors, all of whom may have something to offer the fight against terrorism."

"The inventiveness and creativity of our private sectors is one of the greatest assets NATO nations have in the fight against terrorism. We need to do a better job of tapping into that creativity."

NATO is providing the Global Security Challenge with technical mentorship and strategic guidance and The Challenge welcomes the active support of Assistant Secretary General Billingslea.

For further information, please contact Nadine Yahchouchi at the address above, or email press@globalsecuritychallenge.com.

Notes

1. ***About the Global Security Challenge**:* The Global Security Challenge is organized by graduate students at London Business School with the support and participation of Siemens Venture Capital, key players in the government and venture capital sectors. The team has gained significant experience in the security technology area with IBM, the US Army, CISCO Systems, the British Army and the National Security Council at the White House. The mission of the Global Security Challenge is to stimulate technological innovation that will make us all safer without encroaching on civil liberties. Truly unique technologies tend to come from entrepreneurs, yet this market, unlike others, can be very difficult for start-ups to enter. The Global Security Challenge exists to give ideas and concepts the attention needed for them to succeed. www.globalsecuritychallenge.com

2. ***The Security Market**:* Homeland Security is a fast growing market that is estimated to be valued at **$57.6 billion** in 2006, growing to **$105.7 billion** worldwide in 2010 (Source: Homeland Security Research Corporation). But while this market is growing in size and importance, it is still difficult for new ventures to break through the barriers of government buyers and to appear on the radar-screen of large integrators. Governments currently tend to buy security solutions from large companies with proven track-records, that have been able to meet the bureaucratic requirements.

3. ***Process**:* The Global Security Challenge is, subject to legal restrictions, open to companies based anywhere in the world. Potential entrants are encouraged to visit http://www.globalsecuritychallenge.com for detailed information, including entry criteria and instructions on how to enter.

   - Eligible entrants must submit executive summaries before August 15th, 2006.
   - Venture capitalists, business academics and graduate students will select the 20 best executive summaries.
   - Those entrants who are successful at this stage will be invited to submit fully-fledged Business Plans for a second round of judging in August.
   - Five finalists will then be selected to present to a panel of judges, consisting of senior advisors from government, venture capital, security, and technology organizations.
   - The winner will be selected at a Grand Final in London on October 26th 2006, which will be combined with a one-day security technology conference featuring a number of high profile speakers.

4. ***About London Business School**:* London Business School's vision is to be the pre-eminent global business school. The London Business School is ranked 1st overall in the Financial Times assessment of European graduate business schools. The School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year, while the executive education department serves 6,000 executives and 60 corporate clients on its programmes every year.

   London Business School, founded in 1965, is based in the most accessible and international city in the world and is one of only two UK business schools to have twice been awarded the highest research rating of five-star (5*), by the Higher Education Funding Council for England (HEFCE), confirming the School as a centre of world-class research in business and management. www.london.edu

5. ***About Defence Investment Division at NATO:*** The Defence Investment Division at NATO Headquarters provides policy, technical, financial and procedural expertise relating to armaments, air defence, airspace management and security investment. The Division's work focuses on the development of military capabilities and oversees investment in NATO assets, thereby ensuring that forces assigned to the Alliance are properly equipped and interoperable to undertake the full range of military missions. The Division is composed of 116 members of NATO's International Staff. It is led by the Assistant Secretary General for Defence Investment, Marshall Billingslea. www.nato.int