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Media Contact:

Jennifer Lux
Communications Coordinator
(312) 915-6324
jlux1@luc.edu



Preparing people to lead extraordinary lives

Loyola University Chicago School of Business Administration Names 2007 Business Plan Competition Winners *Contest Provides a Forum for Innovative Business Ideas*

CHICAGO, April 26, 2007 – Loyola University Chicago’s School of Business Administration (SBA) announced the winners today of its annual Business Plan Competition. In its third year, the competition offers members of the local, national, and international business community the opportunity to turn innovative business concepts into great businesses.

Designed to provide participants valuable lessons through the creative process of developing a viable business concept, this year’s awards drew 13 competitors who each submitted a business plan. Every participant was given feedback on his/her business concept from Loyola alumni judges with experience in the entrepreneurial field, and this panel eventually narrowed the field to five finalists. After hearing the finalists’ formal presentations, the final round judges deliberated and chose this year’s winners.

“This competition encourages entrepreneurs to take their new, original ideas to the next level,” says Michael Welch, clinical professor in the SBA and organizer of the competition. “We hope that the feedback provided by our distinguished judges provides all of our participants with concrete guidance on how to get their businesses off the ground.”

The 2007 Loyola University Chicago Business Plan Competition Awardees:

- **First place (\$5,000 prize):** Lawrence Griffith – SampleSaint.com, an interactive marketing company that provides packaged goods companies with a mobile and Internet platform for delivering their coupons, samples, and multimedia messages to the consumer.
- **Second place (\$3,000 prize):** Goran Lukic – The Design Quality Indicator (DQI USA), a licensee of a patented technology from the UK that helps clients evaluate the design quality of virtually any building type.

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Page Two

- **Third place (\$2,000 prize):** Kenneth Coats – ArrestFree.com, an online service that provides individuals with a user-friendly site which assists them in expunging and/or sealing past arrest records.

About Loyola University Chicago

Committed to preparing people to lead extraordinary lives, Loyola University Chicago was founded in 1870 and is among the largest of the 28 Jesuit colleges and universities in the United States. Loyola has a total enrollment of more than 15,000 students, which includes nearly 10,000 undergraduates hailing from all 50 states and 82 foreign countries. The University has four campuses: three in the greater Chicago area and one in Rome, Italy. Loyola also serves as the U.S. host university to the Beijing Center for Chinese Studies in Beijing, China. Loyola's nine schools and colleges include arts and sciences, business administration, education, graduate studies, law, medicine, nursing, professional studies, and social work. Loyola offers 69 undergraduate majors, 77 master's degrees, 36 doctoral degrees, and three professional degree programs. Recognizing Loyola's excellence in education, *U.S. News and World Report* has ranked Loyola consistently among the "top national universities" in its annual publications. For more information, please visit our Web site at www.LUC.edu.

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