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NEWS RELEASE

For immediate Release

Lime Design, Inc., Joins MIT VMS

Boston, MA – July 10, 2006 – Lime Design, Inc. today announced that it has joined the MIT Venture Mentoring Service (VMS). The MIT VMS matches ventures affiliated with MIT with volunteer mentors to form an ad hoc Board of Advisors. Lime Design's application drew considerable interest and 8 mentors joined the mentoring team. These mentors have experience in corporate law, management consulting, finance, intellectual property protection, manufacturing, marketing, and public relations.

About Lime Design:

Lime Design, Inc., headquartered in Boston, MA, specializes in designing, developing, and marketing innovative products that create new markets. The company, founded at MIT in 2006, has brought together engineers, industrial designers, and marketing specialists. Currently, the company plans to release its first product to the market in 2008.

For more information about Lime Design, Inc., please visit www.bylimesdesign.com.

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