



IPIFINI to Introduce its Choice-Enabled Bottles and Cans at International Packaging Conference

Sudbury, Mass., March 23 /PRNewswire/ -- IPIFINI, Inc. announced today the Company has been invited to present its Choice-Enabled Packaging (TM) technology at PIRA's "Smart and Intelligent Packaging 2006" international conference in Stockholm, Sweden. This will be the Company's first public presentation on this topic. The presentation will begin at 11:25AM on Thursday March 30th.

IPIFINI's Programmable Liquid Container technology employs buttons on the container's surface that release additives (flavors, colorants, fragrances...etc) into the liquid. Additive buttons allow for the consumer to choose variations of the liquid in the container at the point of consumption. For example, a programmable cola bottle with buttons for lemon, lime, vanilla, and cherry flavors as well as a caffeine button allows for 32 potential choices of soda. A programmable paint container with 20 pigment additive buttons allows the consumer to choose from one million paint colors. The technology is described in a robust patent application filed by IPIFINI. IPIFINI is licensing the technology to leading beverage, food, personal care, paint and pharmaceutical companies.

"Providing choice at the point of consumption creates tremendous advantages for the consumers as well as the manufacturer," noted Glenn Wachler, advisor to IPIFINI and co-inventor of IPIFINI's Choice-Enabled Packaging. Dr. Tod Woolf, founder and President of IPIFINI, notes that "virtually everyone who has seen our Programmable Liquid Container technology is fascinated and excited by its usefulness and consumer appeal."

Consumer demand for variety within a product line has generated a proliferation of products with different additives. Choice-Enabled Packaging is applicable to any liquid product with multiple varieties. This technology simplifies manufacturing, distribution, promotion and sales by allowing a single container to replace a series of product varieties. The technology also allows consumers to select their desired variation at time of use.

About IPIFINI, Inc.

IPIFINI is a Massachusetts-based technology development corporation founded in 2003. IPIFINI employs its award winning Innovation Engine™ idea generation software to generate Intellectual Property (IP) for new products.

About the conference

PIRA's Smart and Intelligent Packaging 2006 Conference will be held March 29th and 30th at the Scandic Ariadne Hotel in Stockholm, Sweden. See www.piranet.com for full details.

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Web site: <http://www.ipifini.com>

SOURCE IPIFINI, Inc.

CONTACT: Tod Woolf, IPIFINI, INC.
tw@ipifini.com