

6Connex Announces Strategic Partnerships with Key Healthcare and Life Sciences Companies *--Continued Strategic Push to Expand Into Key Vertical Markets--*

Campbell, CA – October 22, 2009 – 6Connex, a wholly owned subsidiary of Design Reactor, announced it has established five key strategic partnerships with healthcare and life science companies. 6Connex continues its strategic push to leverage partners to enter into the healthcare and life sciences markets in need of virtual technology marketing and communications solutions utilizing the 6Connex Virtual Experience Platform.

The Virtual Experience Platform enables healthcare and life science organizations and individuals to connect and engage anytime and anywhere using a dimensional environment that can be utilized for internal meetings, virtual tradeshows, medical conferences, conventions, congresses, symposia and hybrid meetings, and beyond.

At a time when companies are faced with increased economic pressures to improve organizational productivity and efficiencies, 6Connex is leveraging its partner relationships with Blue Sky Broadcast, Capital HealthCare Group, Green Line Strategies, MasterReps, LLC, and Seyet, LLC to provide virtual technology solutions to the healthcare and life sciences markets. Each of these partners offers a unique and diverse level of expertise leveraging the Virtual Experience Platform to address the growing and complex needs within the healthcare and life sciences marketplace.

“We are excited to partner with these healthcare and life sciences companies,” said Brian Lane, vice president of healthcare and life sciences of 6Connex. “These companies share a common vision with us to drive improved business communications, education/training and collaboration using proven virtual technology solutions to establish measurable and tangible results for organizations focused in the healthcare and life sciences arena.”

Unique value propositions for the overall betterment of healthcare are being driven by each of the aforementioned partners with unique offerings.

“There is so much power in the 6Connex Virtual Experience Platform in providing learning solutions for the medical, technical scientific societies and life science industry,” said Phil Forte, president of Blue Sky Broadcast. “We’re pleased to partner with 6Connex to provide alternative learning channels for delivering presentations, providing training and continued medical education.”

“Because the Virtual Experience Platform is integrated with best of breed social networking functionality, we see tremendous opportunity in offering virtual collaboration and communications solutions to our customers,” said William Sheffel, CEO of Capital HealthCare Group.

“Virtual events and tradeshow are natural extensions to physical events with an additional opportunity to generate additional funding/sponsorship revenues,” said Herman Baumann, principal of Green Line Strategies. “Our focus in extending virtual technology marketing solutions leveraging the 6Connex Virtual Experience Platform to healthcare associations helps to increase membership retention by increasing communication and dialogue amongst members.”

“Being able to extend virtual technology marketing solutions through other advertising agencies and software companies with expertise in the healthcare space helps to extend a unique engagement marketing tool,” said Mike Masters, CEO of Master Reps, LLC. “We’re enabling a paradigm shift to occur in engagement marketing by offering these companies virtual technology marketing solutions that allow them to extend their marketing communications offerings to their clients and customers.”

“Having a platform that extends our ability to communicate and educate on the complex science behind products and services of advanced life sciences companies is critical,” said Jon Kevan, director of research and design of Seyet, LLC. “The Virtual Experience Platform is the new vehicle that will provide the ability for biopharmaceutical companies to expand communications and collaborate globally.”

About 6Connex

6Connex, a wholly owned subsidiary of Design Reactor, is the pioneer of virtual experience technology marketing solutions. Our Virtual Experience Platform enables businesses and individuals to connect and engage virtually anytime and anywhere using a dimensional environment-like architecture for B2B or B2C social networking whether it's as a tradeshow, event or conference, and beyond. 6Connex has developed award-winning, results-oriented virtual technology marketing solutions for industry leaders such as Cisco, DuPont, HP and Procter and Gamble. Visit <http://www.6Connex.com> for more information.

About Blue Sky Broadcast

Blue Sky Broadcast is a full-service provider specializing in the delivery of superior live and on-demand, customized web-based learning solutions for the medical, technical, scientific societies and the life science industry. Having organized, produced and delivered web events that are viewed by tens of thousands of participants each year, Blue Sky Broadcast has worked with over 200 associations and 5 of the top ten pharmaceutical organizations. In addition, they have delivered over 4,000 online presentations per year. Leveraging the 6Connex Virtual Experience Platform, the company's impressive team of technical and life science professionals coupled with their expertise with rich media and online video will help leading organizations fully leverage one of their most underutilized asset...their live "spoken word" knowledge. For more information, visit us at www.blueskybroadcast.com.

About Capital HealthCare Group

Capital HealthCare Group provides creative, evidence based solutions to the healthcare providers, payors, human services organizations and the life sciences markets. Our team leverages collaboration, expert panels, best practices and thought leadership to launch successful performance initiatives for our customers. Our vision for the 6Connex Virtual Platform takes our customers into the virtual stream of collaboration, thought dissemination, networking and bridge the gap between research and best practice. For more information contact us at Info@CHGHealth.org.

About Green Line Strategies

Green Line Strategies develops and helps implement strategies that increase revenue from sponsorships, advertising, meetings, trade shows, and new products and services. Located in the Chicago area, we work in both traditional and virtual environments and leverage the 6Connex Virtual Experience Platform to help associations and other organizations successfully adapt to changing markets. Our name comes from graphs in financial reports that often show the expense line in red, the margin line in black, and the revenue line in green -- that's where we do our work! Contact: Herman Baumann, Principal and Managing Partner, at Herman@GreenLineStrategies.com or 847-359-7400.

About MasterReps, LLC

MasterReps, LLC, established in 2004, is a media representation corporation located in Montville, NJ. MasterReps, LLC specializes in professional sales representation to the publishing industry, serving both the b2b and the consumer marketplaces. Leveraging the 6Connex Virtual Experience Platform, MasterReps, LLC will not only provide marketing, research, and new business development services, but also virtual technology marketing solutions to advertising agencies and software companies in the areas of technology, consumer electronics, healthcare, and other industries. MasterReps, LLC has affiliate offices in Northern and Southern California, Chicago, and Boston. For more information contact Mike Masters, CEO, at mmasters@masterrepsllc.com.

About Seyet, LLC

Seyet provides advanced life sciences companies with visual solutions that effectively communicate the complex science behind their products and technologies. Dedicated to the life sciences, Seyet uses a proprietary process to deliver the most concise, clear, and accurate means to communicate your complex information while engaging your audience and enabling them to immediately visualize your concepts. Leveraging the 6Connex Virtual Experience Platform, Seyet will provide advanced virtual technology communications that will continue to illustrate and engage audiences on complex ideas. For more information, please visit www.seyet.com.

Contacts:

Jill Sugita-Hulme

6Connex

408.341.1202

jill.hulme@6Connex.com

###