

For Details, Contact:

Alan Shalleck

Direct Phone: 201.333.0756

P.O. Box 392  
Jersey City, NJ 07303-0392  
USA

**NANOCLARITY**

A MONTHLY NEWSLETTER AND COMMENTARY  
NANOTECHNOLOGY'S CURRENT STATE, MEANING AND WORTH

Phone: 201.333.0756

Fax: 201.333.9107

Email: [alan@nanoclarity.com](mailto:alan@nanoclarity.com)

Website: <http://www.nanoclarity.com>

## Press Release

### “NanoClarity” Launched - A New Monthly Nanotechnology Newsletter Focused on Nanotechnology's Meaning, Value and Worth.

**Jersey City, August 2, 2004:** Alan Shalleck, President of NanoClarity LLC of Jersey City, NJ, today announced the launching of a new Newsletter and Commentary, **NanoClarity**, to the general and investing public. Distributed to subscribers over the Internet at [www.nanoclarity.com](http://www.nanoclarity.com), **NanoClarity** clarifies, in understandable language, **nanotechnology's current state, meaning and worth**. Mr. Shalleck said, "I was so horrified by the "emperor's new clothes" dot.com bubble of the late 90s, that I committed my wisdom and acumen to protecting potential nanotech investors from similar pitfalls in the even bigger boom we are about to experience in nanotechnology. My commitment is **NanoClarity**."

The need for **NanoClarity** is immediate. Two Initial Public Offerings (IPO's) of nanotechnology based companies were floated in July with results reminiscent of the dot.com era IPO's. With virtually no sales and earnings, each IPO sold out and went initially to a premium. Understanding nanotechnology and correctly valuing such companies is a missing element in the general and investing public. **NanoClarity** adds that element and uniquely:

- describes the complex realities of nanotech in simple, understandable terms.
- provides prospective on the importance and timing of nanotech in today's economies, worldwide.
- objectively rates the business models and projected success of nanotech companies.
- debunks the hype offered by underwriters, promoters, initial investors and venture capitalists.
- answers most questions nanotechnology and nano-investment.

Most experts agree that nanotechnology is the technological future. Nanotech, the building of nanomolecules of between 0.1 and 100 nanometer, nanomaterials and complete nanosystems, is "disruptive" technology. Creating such products from the "bottom up" revolutionizes the way we make and do things. It will change entire industries. Nanotechnology generates proprietary technology and valuable patents. A new wave of company formation and nanoproduct creation is underway and this wave is not well understood.

Nanotechnology is in everyone's personal future – from laptops, to autos, to socks, to PDA's, to appliances, to medicine - nanotech will permeate most aspects of life at home and at work- all of which need explanation.

Nanotechnology is a worldwide effort, and will determine the economic growth of every country in the 21st Century. The country that most succeeds in nanotech will probably dominate the world economy in thirty - fifty years. There is no assurance that country will be the United States. These social and ethical issues need discussion. **NanoClarity** describes, discusses and values all.

**NanoClarity** is published by high technology entrepreneur **Alan Shalleck**, a graduate of MIT and Harvard Business School, who has had a 40-year creative commitment to the leading edges of technology and business and who is a recognized expert in the immediate and long-term prospects for nanotechnology.

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