

**FHTML SELECTED TO PRESENT ITS  
GROUNDBREAKING FLUIDHTML PROGRAMMING LANGUAGE  
AT THE 12TH ANNUAL MIT VENTURE CAPITAL CONFERENCE**

BOSTON, MA – December 2, 2009 – On the heels of its launch at this year's TechCrunch 50, FHTML, an innovative programming language company, has been selected as one of only 30 "Entrepreneur Showcase" companies to take part in the 12<sup>th</sup> Annual MIT Venture Capital Conference on December 4<sup>th</sup> at the Westin Copley Place Hotel in Boston, Massachusetts.

The company's flagship property, FluidHtml, a new language for developing rich, interactive Web sites and Web applications, will be spotlighted at the event. An on-site presentation from the FHTML team will illustrate how FluidHtml allows Web designers and producers to leverage the beauty of Flash with the ease of use and search engine optimization of HTML – all without plug-ins, downloads or server-side dependencies.

The exclusive invitation to participate in the conference will ensure that venture capital firms such as Polaris Venture Partners and Sequoia Capital have an opportunity to learn about FluidHTML and understand its advantages in the marketplace.

"This year's conference theme – 'Brave New World' – encompasses our business model perfectly," commented FHTML's CEO Michael Collette. "With FluidHTML we are able to offer programmers a whole new world of creative expression alongside powerful search capabilities and improved operating efficiencies. We cannot wait to present it to the venture capital community at the conference and are honored to be selected as a 'Entrepreneur Showcase' company."

About FHTML:

FHTML, Inc. is a programming language company that enables the expansion of rich Internet applications. FluidHtml, FHTML's flagship product, dynamically generates "Flash-on-the-fly" and runs on 95 percent of the world's computers and browsers with no additional plug-ins, downloads or server-side dependencies. It's an easy-to-learn layout and animation tool that is inherently search engine indexable, supports 3D natively, can be dynamically generated from the server, and radically reduces total cost of ownership for the enterprise.

For more information about FHTML and FluidHtml, please visit [www.fluidhtml.com](http://www.fluidhtml.com)

###

Press Contact:  
Laura Nelson

[laura.nelson@mac.com](mailto:laura.nelson@mac.com)

646-712-1614