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FOR IMMEDIATE RELEASE

20/20 GeneSystems Receives \$650,000 Award to Develop Test to “Personalize” Breast Cancer Therapies

ROCKVILLE, MD (September 29, 2008)--20/20 GeneSystems, Inc. (“20/20”) announced today that the U.S. National Cancer Institute (NCI) has awarded the company a grant of \$650,000 under its Small Business Innovative Research (SBIR) program to utilize its patented tumor profiling technology to create new tests for selecting treatments for breast cancer.

Despite advances in the early detection of breast cancer, there were an estimated 213,000 new cases and 40,840 deaths in the U.S. alone in 2005. This makes breast cancer the most prevalent malignancy in women constituting 30% of all cancers reported in the U.S. in females. Traditional treatments involve surgery, radiation, hormonal and/or cytotoxic chemotherapy. Breast cancer is among the first cancers to be effectively treated with more recently developed “targeted” therapies that attack molecular and genetic abnormalities in the tumor. Since each individual’s breast tumor will differ at the molecular level, technology that will fingerprint tumor cells will help determine which drug will likely be effective for each patient. This paradigm represents advancement over the “one size fits all” approach of cancer treatment for decades and is expected to lead to better outcomes and cost savings.

20/20 has developed a technology that marries traditional microscope based visual analysis with newer multiplex biomarker techniques. The technology, called the Layered ImmunoPlex Assay (LIPA), simultaneously analyzes the visible (histological) characteristics of the tumor together with the underlying protein or biomarker fingerprint. Biomarkers from the tissue section are accurately 'mapped' to a layered array which is then read using sophisticated microscopes and digital imaging techniques resembling computed tomography (CT) scans. This provides the medical team with critical information needed for optimal treatment selection. According to one of the outside expert reviewers of the company’s Phase II SBIR grant application:

Targeted therapies are growing in importance and each therapy requires a test that will help to predict the response of the individual with the targeted disease. In most instances, the current generation of tests has proven to be imperfect, having only moderate success at correctly predicting response. More accurate

prediction may require evaluation of a larger number of markers related to the therapeutic target. Current technology makes evaluating more than a small number of markers tedious if not impossible and the problem is compounded by the smaller amounts of tissue available to test. The [20/20] technology proposed in this grant would improve, if not solve the problem. Multiple analytes can be evaluated in a single test, using a single histologic section.... If this technology is successful, it would have a large potential to improve testing for targeted therapy and would have significant commercial potential. (Grant review Summary Statement, 3/03/08)

The LIPA approach, when fully developed with the SBIR support, is expected to significantly improve the response rates of several FDA approved targeted cancer therapies, saving thousands of lives and hundreds of millions of healthcare dollars. LIPA is the subject of three U.S. patents exclusively licensed to 20/20 from the National Institutes of Health (NIH). Last year the company was awarded \$2 million from the National Institute of Standards and Technology to refine the technology.

About 20/20 GeneSystems, Inc. 20/20 (www.2020gene.com) develops and commercializes innovative diagnostic products for early disease detection, therapy selection, and biodefense. The privately held company is headquartered in Rockville, Maryland.

About the SBIR Program. Each of the federal agencies that provide outside funding for R&D are required by law to allocate 2.5% of their grants to small business technology companies involved in high risk technologies with the potential for broad societal and economic impact. The program is administered on an interagency level by the U.S. Small Business Administration. Awards are competitively reviewed by scientific experts from outside the government. Phase I awards—grants of up to \$150,000—are to be used by the small business to prove the feasibility of their technology. Phase II awards—grants of up to \$750,000—are used for product development, refinement, and testing. Information about the NCI SBIR program can be found at <http://sbir.cancer.gov/>.

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