

IncellDx Announces Expansion Of Senior Management Team Brandon Steele joins as VP

MENLO PARK, Calif., May 19, 2010 - IncellDx is pleased to announce the addition of Brandon Steele to their Senior Management Team as Vice President of Commercial Operations.

In this position, he will be responsible for developing and executing the commercialization plan for the HPV OncoTect® E6, E7 mRNA test among other products. The HPV OncoTect® test provides quantification of the overexpression of E6/E7 mRNA in each cell, as well as the total proportion of cells that are overexpressing. This information has the promise of providing a more specific indication on whether an HPV infection is actually transforming into cervical cancer.

The HPV OncoTect® test is CE marked and is available in Europe, South America and Southeast Asia. The HPV OncoTect® E6, E7 mRNA test has not been cleared by the FDA for marketing in the United States.

"We are delighted to have Brandon join our team. With over 20 years of experience in sales, marketing, and management in the healthcare industry he will develop and accelerate our overall commercialization efforts including new business alliances," commented Dr. Bruce Patterson, CEO of IncellDx, Inc.

Brandon most recently served as Vice President of Commercial Operations for Applied Imaging where he was responsible for the successful launch and commercialization of two FDA cleared systems and conducting a successful global business turnaround for the company. Prior to his accomplishment at Applied Imaging, Steele held various senior management, sales, and marketing positions within Nanogen, Gen-Probe, and Bayer Diagnostics (now Siemens Healthcare Diagnostics). Steele began his diagnostics career at Baxter International after advancing through a series of general management roles as a military officer.

Brandon Steele received his B.S. from the United States Military Academy at West Point, NY.

About IncellDx

IncellDx is a molecular diagnostics company dedicated to the detection and monitoring of life threatening viral diseases such as cervical cancer, HIV/AIDS, hepatitis and organ transplant rejection. The company is privately held and located in Menlo Park, California.