

IncellDx Announces Successful Presentation of its Personalized HIV Monitoring Assays at the 5th Santorini Conference in Greece.

MENLO PARK, Calif, October 5, 2010 IncellDx's fast, quantitative, cost-effective HIV Reservoirs assay *ViroTect*^{®VR} and HIV Tropism Assay *ViroTect*^{®Tropism} determine treatment efficacy for individual patients.

MENLO PARK, Calif., October 5, 2010 – IncellDx, Inc. announces the presentation of multicenter data by Dr. George Lallas of FlowCytoGen Laboratories at the '5th Santorini Conference on Functional Genomics towards a Personalized Health Care'. Dr. Lallas' talk described how the combination of the HIV Reservoirs Assay and the HIV Tropism Assay are effective in the determination of efficacy for HIV therapy in individual patients. These assays can be used on individuals over time to monitor and adjust the therapeutic regimen.

ViroTect^{®VR} and *ViroTect*^{®Tropism} combine cell surface marker detection of immune cells with molecular detection of HIV replication in a single assay with multiplexed protein and nucleic acid measurements. "Personalized medicine is generally applied to the cancer and pharmacogenomics space", stated Dr. Bruce Patterson, CEO of IncellDx, Inc. "Our unique cell based assays that multiplex protein markers and genetic markers are part of IncellDx's strategy of *Personalizing Infectious Disease Testing*[™]."

About IncellDx, Inc.

IncellDx, Inc. is a molecular diagnostics company dedicated to revolutionizing healthcare one cell at a time. By combining molecular diagnostics with high throughput cellular analysis, we focus on critical life threatening diseases such as HIV/AIDS, HPV/Cervical Cancer, Hepatitis, organ transplant infections, breast cancer and ovarian cancer.

About FlowCytoGen, Inc.

FlowCytoGen Laboratories, Ltd is a newly established company that provides R&D services in the field of Molecular Analysis and Flow Cytometry to companies and research centers.

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