

## **IncellDx Named 2010 Biotech Company of the Year**

MENLO PARK, Calif. December 2, 2010 - IncellDx, Inc. was named the 2010 Biotech Winner in the fifth annual Emerging Technologies Competition sponsored by the Silicon Valley / San Jose Business Journal at a ceremony Tuesday evening in Mountain View, CA.

“We are elated and proud to win such a prestigious award in a category that is vital to improving healthcare worldwide,” commented Dr. Bruce Patterson, CEO of IncellDx. “Winning a biotech award in Silicon Valley is a dream for any innovator. Achieving this kind of recognition can only be realized with the backing of an exceptional team and committed investors.”

IncellDx’s patented cell-based molecular diagnostics platform allows for the simultaneous detection of proteins and genes in intact cells from patient samples. This revolutionary technology promises to bring personalized medicine to infectious disease testing.

Current laboratory tests can only detect the presence of viral diseases, not how they are actually working inside the body. IncellDx’s method uses molecular probes in combination with automated cellular analysis to accurately assess how viral infections like HPV, HIV, and hepatitis are behaving differently in each patient.

This information allows infectious diseases to be more definitively diagnosed and then localized on a cellular level. Patient and cell-specific therapies can then be targeted on these infections for maximum efficacy and with minimal side effects. Ultimately this personalized medicine approach to diagnosing infectious diseases is much more accurate and cost effective than traditional methods. It has the power to radically transform the way healthcare for cervical cancer and AIDS is delivered. IncellDx diagnostic products are currently available in the European Union.

IncellDx, Inc. is a molecular diagnostics company dedicated to the detection and monitoring of life threatening viral diseases in the areas of cervical cancer, HIV/AIDS, hepatitis, and organ transplant rejection. The company is privately held and located in Menlo Park, California. The company is currently raising a Series B round of funding to finance its first FDA clinical trial.

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