IncellDx® Receives North American Product Leadership Award in the Molecular Diagnostics Market from Frost & Sullivan

HPV OncoTect® Technology for Cervical Cancer Described by F&S as the "Gold Standard for Gynecological Care"

Menlo Park, CA, July 18, 2012 – Frost & Sullivan (F&S), an international management consultancy that identifies best practices in research, presented IncellDx with a Leadership Award in the Molecular Diagnostics Market. F&S cited IncellDx's newly available cervical cancer testing methodology, **HPV OncoTect®**, as the company's "greatest contribution" and the "gold standard for gynecological care."

Virtually all cases of cervical cancer are caused by specific types of human papillomavirus (HPV). Current testing methods, while reliable in detecting the presence of HPV infection, are unreliable in terms of predicting the likelihood of a patient developing cervical cancer. **HPV OncoTect®** methodology, however, is designed to detect the presence of cell changes due to persistent HPV infection, helping physicians to distinguish between benign infection and precancerous disease. As a result, a woman's increased risk for future development of cervical cancer may be determined with a higher degree of accuracy.

According to F&S, **HPV OncoTect®** methodology "will ultimately revolutionize cervical cancer testing given its improved accuracy, greater efficiency, and lower cost when compared to traditional methods." F&S believes that clinicians will see great value in tests that incorporate **OncoTect** methodology, since this approach improves the specificity of high-risk HPV screening. "Additionally, many of the world's largest laboratories are eager to adopt **OncoTect** methodology since it provides them with a competitive advantage over laboratories that just offer HPV genotyping."

HPV OncoTect® technology was the focus of two independent clinical studies in Greece and Italy. In both studies, which analyzed cervical cell samples, researchers found that **OncoTect®** was able to determine which cells were pre-cancerous.

In May 2011, IncellDx launched the next generation of the **HPV OncoTect®** technology – called **OncoTect 3Dx™** in Europe. By providing both molecular and morphological data about a sample, **OncoTect 3Dx™** methods allows laboratories to completely digitize the cytopathology process, making the microscope unnecessary for cervical cancer screening. Given that analyzing Pap slides can be a laborious and inefficient process, F&S expects **OncoTect 3Dx™** to "transform the cytopathology laboratory," and become "the primary approach to testing."

"We are thrilled that Frost & Sullivan recognizes us as a leader in molecular diagnostics, and acknowledges our groundbreaking work in the field of women's health," said Bruce Patterson, CEO and Co-Founder of IncellDx. "**HPV OncoTect®** and **OncoTect 3Dx™** methodologies are important breakthroughs, because this technology may help differentiate cervical cancer from pre-cancer, eliminating uncertainty in the screening process. We look forward to building on our efforts and to develop new methods which enhance 'best practice' in other critical clinical areas."

In the United States, GenPath, a business unit of BioReference Laboratories, has licensed the OncoTect technology and offers GenCerv as a clinically validated test via a CLIA-certified laboratory.

About IncellDx, Inc.
IncellDx, Inc. is a molecular diagnostics company dedicated to the detection and monitoring of life threatening diseases such as cervical cancer, breast cancer, HIV/AIDs, hepatitis, and organ transplant rejection.

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