

FOR: BIO-REFERENCE LABORATORIES, INC.

CONTACT: Tara Mackay, Investor Relations  
(201) 791-2600  
(201) 791-1941 (fax)  
[tmackay@bioreference.com](mailto:tmackay@bioreference.com)

## **BRLI Announces IncellDx investment and Launch of GenCerv through its GenPath Women's Health Laboratory**

***GenCerv will help reduce unnecessary and risky colposcopy and biopsy procedures***

Elmwood Park, NJ, April 30, 2012 – BioReference Laboratories, Inc. (NASDAQ - BRLI) announced today that it has completed an equity investment in IncellDx, Inc. a privately held 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. In addition, BRLI's GenPath Women's Health has launched a new test called GenCerv, based on IncellDx's patented and proprietary HPV mRNA quantification technology.

"95% of women who test positive for high-risk HPV do not progress to cervical cancer. This test helps physicians identify the subset of HPV DNA positive patients that progress to cervical cancer" said Bruce Patterson MD, CEO and founder of IncellDx. "Our technology is being used extensively in Europe and we look forward to working with BioReference and GenPath Women's Health to allow us to reach our full potential."

IncellDx technology enables quantification of molecular biomarkers inside intact cells using cell-based instruments and in-situ hybridization. This process allows protein and gene expression to be measured by distinct cell type and aids both diagnosis and disease localization. GenPath adapted this technology for the quantification of E6/E7 mRNA in HPV.

"The science behind IncellDx is compelling. HPV is a surrogate for the disease process that results in Cervical Cancer. By allowing for the quantification of E6 and E7 oncogene overexpression, IncellDx actually tracks the neoplastic process therefore it is not about the infection, it is about the disease." said Marc Grodman, MD, President and CEO of BioReference Laboratories. "This technology, which has been well reviewed in academic publications, not only greatly improves the specificity which accompanies HPV testing but also is cost effective in identifying those HPV cases that do not progress to cervical cancer.

GenPath launched the GenCerv HPV E6/E7 oncogene quantification assay this month and it is available to GenPath physician customers throughout the entire United States. "We are proud to have been able to develop a test based on this technology," said James Weisberger, MD, Chief Medical Officer and

Laboratory Director of GenPath. "This test has a high positive predictive value for high grade cervical dysplasia in cervical biopsies. Quantitative HPV E6/E7 testing will provide information that should limit the colposcopies and cervical biopsies performed to only those cases where there is a high clinical probability of the HPV infection pregressing to cervical cancer."

BRLI has entered into an agreement with IncellDx, Inc., a Delaware corporation having its place of business in Menlo Park, California ("IncellDx"), pursuant to which BRLI has made an investment of Six Million (\$6,000,000) Dollars in return for shares of Preferred stock together with Warrants representing between 20% and 25% of the Company depending on potential share exercise options. In addition, BRLI, Marc D. Grodman, MD, CEO of BRLI, will be Chairman of the Board at IncellDx and Charles T. Todd of BRLI will sit on the Board. Total Revenue for IncellDx in 2011 was approximately \$1,121,000.

BRLI has this date filed an 8K providing further details on its investment in IncellDx.

**About Bio-Reference Laboratories, Inc.**

BRLI is a clinical testing laboratory offering testing, information and related services to physician offices, clinics, hospitals, employers and governmental units. We believe that we are the fourth largest full-service laboratory in the United States and the largest independent regional laboratory in the Northeastern market. BRLI offers a comprehensive list of laboratory testing services utilized by healthcare providers in the detection, diagnosis, evaluation, monitoring and treatment of diseases. BRLI primarily focuses on esoteric testing, molecular diagnostics, anatomical pathology, women's health and correctional health care.

**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.