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FOR IMMEDIATE RELEASE

PERSONALIZED MEDICINE WORLD CONFERENCE AND PRESCIENCE INTERNATIONAL ANNOUNCE MOST PROMISING COMPANY

Auxogyn chosen for top honor at 2012 gathering

MOUNTAIN VIEW, Calif.—Jan. 26, 2012 — Personalized Medicine World Conference (PMWC) 2012 and Prescience International awarded Auxogyn the *Most Promising Company Award* at PMWC 2012 held this week at the Computer History Museum in Silicon Valley.

Chosen from an initial pool of 31 companies by a group of life science industry leaders and audience polling, Auxogyn was among a group of finalists that included Epizyme and Recombinant Data.

Auxogyn, a medical technology company focused on advancing women's reproductive health, was cited for its application of novel scientific and clinical knowledge of early human developmental biology to the field of assisted reproduction and in vitro fertilization procedures. The award was accepted by Lissa Goldenstein, president & CEO, Auxogyn.

To qualify for the *Most Promising Company Award*, a company must be privately-held and working the areas of therapeutics, diagnostics or platform and



information technologies. Selection is based on how a company's innovation is disruptive to current standard-of-care, both in cost and effectiveness; strength of team and ability to execute; barriers to competition and strength of intellectual property and expected financial returns for investors.

Judges for the *Most Promising Company Award* competition included Paul Billings, M.D., chief medical officer, LIFE Technologies, Rowan Chapman, Ph.D., partner, Mohr Davidow Ventures, Edgar Engleman, M.D., managing partner, Vivo Ventures and Drew Senyei, M.D., managing director, Life Science Practice, Enterprise Partners.

Moderated by Melinda Richter, founder and CEO, Prescience International, the award competition included audience text vote polling which allowed PMWC 2012 attendees to help determine this year's winner.

"We congratulate Auxogyn and all of the companies competing this year," said Richter. "The quality of entries demonstrates that personalized medicine will play an increasingly significant role in delivering high-quality, cost-effective healthcare and it will continue to grow in importance as scientific breakthroughs are translated into a new generation of targeted therapeutics," Richter said.

According to Tal Behar, co-founder of PMWC, the Competition showcases some of the world's most promising personalized medicine innovations. "Customization of treatment, with all decisions and practices being tailored to the individual, will be a revolution of the current healthcare cycle. We look forward to seeing how the companies highlighted during this year's Competition will define the next generation of personalized medicine," said Behar.



About Personalized Medicine World Conference

The Personalized Medicine World Conference, a two-day business and educational conference that provides real-world insights on how to succeed in producing and implementing personalized medicine, is produced by PMWC International is dedicated to transforming healthcare through the global adoption of personalized medicine. The successful development and implementation of molecularly targeted therapies and companion diagnostics requires concerted leadership from multiple sectors including business, government, healthcare-delivery, research and technology. PMWC International provides a platform to foster collaboration among these key stakeholders and catalyze change. Launched by Silicon Valley investors and entrepreneurs in 2009, PMWC International has held several conferences in the U.S. and abroad to forge connections and drive innovation. For more information, please visit www.pmwintl.com

About Prescience International

Prescience International is dedicated to accelerating the commercialization and global adoption of science and technology. With industry expertise in the future of technology markets, Prescience International creates and manages centers of excellence in the form of research parks, innovation centers, research foundations, research institutes and emerging companies. The Prescience team brings a combination of business and lab experience to translate science and technology into economic wealth and social impact. Prescience's projects have won international acclaim and the companies within these projects have demonstrated that their development times and costs are cut by at least 50 percent. For more information, visit www.prescienceintl.com

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