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Expression Analysis Wins Two Creative Marketing Awards

DURHAM, N.C.(March 25, 2009) – Expression Analysis, Inc., a leading provider of genomic services for clinical trials and research, has won two Diagnostic Marketing Association (DxMA) Creative Communications Awards for its “Leave Your Fingerprint on the Cure” campaign, a fundraising effort benefiting Cure Kids Cancer, a Children’s Miracle Network affiliation. The company won first place in the category of Interactive Exhibit Kiosks and overall Best of Show.

The awards recognized in vitro diagnostic marketing excellence in 2008. They were presented at the 31st DxMA Annual Conference Creative Communications Awards Dinner and Ceremony on March 18 in Chicago. Expression Analysis worked with design firm, GypsyQuaker, to develop the campaign materials.

As part of its ongoing “Leave Your Fingerprint on the Cure” campaign, Expression Analysis has raised more than \$25,000 since November 2008 for Cure Kids Cancer. The money goes to help treat children suffering from cancer at the closest possible treatment facility with the most innovative treatments possible.

“Cure Kids Cancer is a worthy cause, and we believe this is the perfect opportunity for us to help in the fight against pediatric cancer,” said Steve McPhail, Expression Analysis CEO and President.

“Of the many things we do at Expression Analysis, the one we are most dedicated to is helping others explore why cancer exists.”

Karen Michailo, Director of Marketing for Expression Analysis, said, “It was truly an honor being selected as the best in diagnostic marketing by a group of our industry peers.”

Every year, DxMA honors companies that have used integrative and dynamic diagnostics marketing techniques to achieve results. Expression Analysis launched its fundraising campaign at the November 2008 American Society of Human Genetics meeting in Philadelphia. At its tradeshow booth, the company invited prominent geneticists and other attendees to complete a 40-square-foot mural by painting either a flower or pinwheel and leaving a fingerprint in the center of each. In return, the company contributed its own funds, along with some donations by other corporations and individuals, to Cure Kids Cancer for everyone who participated. The completed mural was presented for display to The Children’s Hospital of Philadelphia (CHOP), and a check for \$13, 701 was made to Cure Kids Cancer. A slide show on the “Leave Your Fingerprint on the Cure” event held in Philadelphia can be viewed at www.ExpressionAnalysis.com.

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About Expression Analysis, Inc.

Expertise Beyond Expression – Expression Analysis is recognized as the market leader in microarray outsourcing for gene expression, genotyping and resequencing analysis, using Affymetrix, Illumina, Applied Biosystems and RainDance technologies. The company is a leading provider of genomic services in clinical trials and other research, offering solutions for various types of specimens as well as nucleic acid isolation and bioinformatic services. The company's quality system follows CLSI guidelines and its CLIA-registered lab supports GLP compliance.

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