

**FOR IMMEDIATE RELEASE**

Contact: Karen Michailo  
919-287-4277

## **Expression Analysis Adopts Cure Kids Cancer Coalition Fund-raising Will Begin at Upcoming American Society of Human Genetics Meeting**

**Durham, N.C. (Oct. 31, 2008)** – Expression Analysis, Inc., the industry’s leading provider of genomic services for clinical trials and research, has adopted the Cure Kids Cancer Coalition as its charity and will begin its fund-raising efforts next month.

The announcement was made by Karen Michailo, Director of Marketing for Expression Analysis.

“Cure Kids Cancer is a worthy cause, and we at Expression Analysis feel this is the perfect opportunity for us to help in the fight against pediatric cancer,” Michailo said. “Of the many things we do at Expression Analysis, the one we are most dedicated to is helping others explore the reasons why cancer exists. However, we must also aid and support those who currently have this disease, including young children who are fighting for their futures. We’d like to be the ones who helped give them their chance at a long, healthy life.”

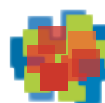
Michailo added Expression Analysis’ fund-raising efforts will help children suffering from cancer to be treated at the closest possible treatment facility, thus limiting travel costs and providing the most innovative treatments possible.

“Cure Kids Cancer is dedicated to improving and saving the lives of children afflicted with cancer,” said Robin Valentino, Director of Children’s Miracle Network at The Children’s Hospital of Philadelphia (CHOP). “CHOP is providing diagnosis, life saving treatments, cutting edge research and pediatric cancer education programs that help children with cancer and their families. We can’t thank Expression Analysis enough for their help and support. Expression Analysis, through this endeavor, is helping give families hope for their future.”

The Cure Kids Cancer Coalition is part of the corporate development within Children’s Miracle Network.

Expression Analysis will start raising funds during the upcoming American Society of Human Genetics (ASHG) meeting (Nov. 11-15, 2008) in Philadelphia, Pa. Throughout the meeting, Expression Analysis will ask all visitors and attendees to participate in the “Leave Your Fingerprint on the Cure” event at their booth (#1215). People will be asked to help complete a mural by painting either a flower or pinwheel, and finish it by leaving their fingerprint in the center of each. In exchange, Expression Analysis will donate \$10, on their behalf, to Cure Kids Cancer for everyone who participates. At the end of the ASHG meeting, the completed mural will then be donated and displayed at CHOP, and a donation will be made to Cure Kids Cancer on behalf of CHOP.

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Those who've already committed to the event are: Aravinda Chakravarti, PhD, ASHG President, Professor of Medicine at John Hopkins University; Joann A. Boughman, PhD, ASHG Executive Director; Edward R.B. McCabe, MD, PhD, ASHG President-Elect, Physician-in-Chief, Mattel Children's Hospital at UCLA; Hakon Hakonarson, MD, PhD, Director of the Center for Applied Genomics at CHOP; Robin Valentino, Director of Children's Miracle Network at CHOP; Steve McPhail, CEO, Expression Analysis; and representatives from PCVB as well as Expression Analysis' partners Affymetrix, Applied Biosystems Inc., Helicos and Illumina.

Cure Kids Cancer helps children battling cancer find a hospital close to home that can provide them appropriate treatment. In an effort to provide adequate funding to children's hospitals helping to treat children suffering from cancer, Cure Kids Cancer also works with the necessary resources that will further research measures that will one day find a cure for childhood cancers.

**About Expression Analysis, Inc.**

Expression Analysis, Inc. provides expression profiling, genotyping and sequencing services using Affymetrix, Applied Biosystems, Helicos BioSciences and Illumina platforms. As a leading provider of microarray services in clinical trials and research, Expression Analysis offers solutions for challenging specimens such as blood and FFPE tissue, as well as nucleic acid isolation and data analysis services. The organizations CLIA registered lab supports GLP compliance.

**For more information, visit [www.expressionanalysis.com](http://www.expressionanalysis.com).**

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