



Expanded London Genetics website emphasises importance of pharmacogenetics in drug development

London, UK, 10 February 2010 – London Genetics Limited, an expert in the use of pharmacogenetics in clinical drug discovery and development, is pleased to announce the launch of its expanded website. The site, which was designed by Opus Design Consultants, highlights how pharmacogenetics can help to target drugs to those patients most likely to benefit, and to increase safety and cost-effectiveness. Working in partnership with its seven founding academic institutions, all with expertise in genetics research, London Genetics can help biopharmaceutical companies generate the data they need from their clinical drug development activities.

Pharmacogenetics is the study of how our genetic make-up affects the way in which we metabolise and respond to drugs. As a result, it is expected to play a key role in the future of drug development and healthcare delivery as the industry faces increasing pressure to replenish its pipeline, and improve drug safety and value. Through delivery of strategic advice on the application of pharmacogenetics in drug development, London Genetics can help companies meet this need for smarter and more efficient drug development. The company has broad therapeutic experience with a focus on cardiovascular drugs and cardiovascular safety.

The importance of this emerging technology is increasingly recognised by leading industry commentators and executives. In his 'Predictions for 2010 – Gazing into the Crystal Ball'¹, Steven Burrill of life sciences specialist Burrill & Co speculates that 'We will continue to see companies both large and small build their business models around the technologies that are driving personalized medicine. Targeted therapies will be developed that focus more on subpopulations rather than the traditional one-size fits all model.'

In addition to the launch of the new website (www.londongeneticslimited.com), London Genetics will be highlighting its activities at several conferences globally over the coming months. These include the European Life Science CEO Forum (February 11-12, Zurich, Switzerland²), DIA 22nd Annual EuroMeeting (March 8-10, Monaco³) and BioTrinity 2010 (April 12-14, Newbury, UK⁴).

Dominique Kleyn, CEO, commented 'London Genetics is delighted to launch its new website, which provides a wealth of information on the importance of pharmacogenetics. It is an important business development tool for us going forward, as we continue our partnering programme and work with the biopharmaceutical industry on increasing the effectiveness of drug development.'

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¹ <http://www.burrillreport.com/article-2024.html>

²European Life Science CEO Forum, February 11-12, Zurich, Switzerland
http://www.sachsforum.com/zurich_elsceo10/index.html

³ DIA 22nd Annual EuroMeeting, March 8-10, Monaco
<http://www.diahome.org/diahome/FlagshipMeetings/home.aspx?meetingid=20292>

⁴ BioTrinity 2010, April 12-14, Newbury, UK
<http://www.biotrinity.com/silverstripe/>

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Notes to Editors:

About London Genetics

London Genetics Limited, a not-for-profit company, is an expert in the use of pharmacogenetics in clinical drug discovery and development. Established in 2007 with funding from the London

Development Agency, its seven founding partners are leading London academic and medical institutions with clinical and genetic expertise and significant patient resources. The company provides pharmaceutical and biotechnology companies with access to this expertise and resource, as well as providing strategic advice on the application of pharmacogenetics for successful drug development. LGL has broad therapeutic expertise with a focus on cardiovascular disease and drug side-effects of a cardiovascular nature. Recent agreements developed by London Genetics include a collaboration between the International Serious Adverse Events Consortium, St George's University of London and the Drug Safety Research Unit at Southampton, UK. The parties are working on genetic markers for drug-induced cardiac arrhythmia. LGL is based at the Imperial College Incubator in London, and has ISO 9001 accreditation. For further information, please go to www.londongeneticslimited.com

About pharmacogenetics

Genetic differences between individuals means that drug response rates are often variable across a population, and this has significant healthcare cost effectiveness implications. Pharmacogenetics, the study of the clinical consequences of genetic differences in the way people metabolise and respond to drugs, is expected to generate better understanding of how drugs work in the body, and therefore give insight into how to develop more efficacious and safer drugs. It also has implications for product life cycle management and the revitalisation of drugs which previously failed in clinical trials. With drug development costs rising and R&D productivity falling, plus increased regulator focus on safety and cost-effectiveness, pharmacogenetics is expected to become increasingly important in drug development. The FDA and the EMEA have recognised this in their Critical Path Initiative and Road Map respectively.

