

## For Immediate Release

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### **Helix Bioscience appointed DNA Drug Sensitivity Testing Distributor for Genelex Corporation**

**Advanced tools for preventing Plavix and other treatment failures and adverse side effects now more widely available to doctors**

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Genelex and Helix have announced a personalized prescribing strategic alliance to increase the availability of important new DNA Drug Sensitivity Tests such as Plavitest™ and Tamoxitest™. These tests and the GeneMedRx medication management software can save lives and healthcare dollars by allowing doctors to personalize their prescribing practices in order to prevent adverse medication outcomes, including treatment failures and dangerous side effects.

“Helix’s knowledge and experience make them ideally suited to expand access to these products and contribute to improving prescribing safety,” said Howard Coleman, Genelex Chief Executive Officer.

**Helix is concentrating its initial efforts on Plavitest™ due to the recent FDA boxed warning placed on Plavix.** Recent clinical research demonstrates that approximately one-third of patients are in varying degrees of treatment failure and could be at an increased risk of a recurrent heart attack, stroke or cardiovascular death. Plavitest identifies these patients so doctors can improve their medication regimen and chances for successful treatment. Plavix is the second leading selling prescription drug with over \$8 billion in worldwide annual sales.

“We chose Genelex as our laboratory partner because of its proven track record in delivering DNA Drug Sensitivity Tests and the advantage of the GeneMedRx interpretive software,” said Lincoln Maxwell, Helix chief executive officer. GeneMedRx closes the “interpretation gap” by providing prescribers actionable information to reduce the risk of treatment failures and adverse reactions based on the genetics and overall medication regimen of patients.

Helix Biosciences is a new company formed by a team of diagnostic industry professionals to bring the benefits of genetic testing to doctors and their patients.

Genelex (jen-uh-LEX) sells a combination of DNA Drug Sensitivity Testing and the GeneMedRx (jeen-med-r-x) software to doctors to help them choose the safest, most effective medicines for their patients. Wide adoption of these technologies is aimed at dramatically reduce deaths and injuries from adverse drug reactions, interactions and treatment failure.

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