

For Immediate Release

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Medigene appointed exclusive Greek licensee for GeneMedRx
Personalized Prescribing Software.

“Advanced tools for preventing treatment failure and adverse side effects to be available to Greek doctors, pharmacists and patients.”

(SEATTLE, USA and ATHENS, GREECE) – The companies jointly announce the appointment of Medigene as the exclusive licensee and translator of the Greek language version of the GeneMedRx drug and gene interaction software program. When localization is complete the program will include hundreds of drugs used exclusively in Greece, thousands of translated interaction notes and a Greek language graphical user interface. Both the English and Greek versions of GeneMedRx rely on a sophisticated, artificial intelligence algorithm to analyze complex medication regimens and DNA test results to identify interactions that can lead to treatment failure and adverse side effects.

“We’re delighted to be working with someone as knowledgeable and visionary as Dr Papacharisis. He and his team are ideally placed to expand the usefulness of this important product and to bring it to Greece and the wider European market,” stated Howard Coleman, Genelex CEO. Following the launch of the software in Greece it is anticipated that other language versions will be jointly developed and sold throughout Europe.

“GeneMedRx is a uniquely powerful product that has the potential to greatly improve patient care because it detects many more problematic drug interactions than competing products. We’re extremely pleased to be bringing the benefits of this comprehensive personalized medication management tool to our country,” stated George Papacharisis, Medigene founder. Dr Papacharisis’s team plans to develop the GeneMedRx algorithm for the point-of-sale safety scanning of pharmaceuticals.

Medigene is a new company founded by George Papacharisis, noted author and pharmacist and a team of pharmacy software experts. Medigene is bringing the benefits of GeneMedRx Personalized Prescribing to physicians, patients and pharmacies in Greece.

Genelex (jen-uh-LEX) sells DNA Drug Sensitivity testing and the GeneMedRx (jeen-med-r-x) software to doctors to help them choose the safest medicines for their patients. The company's long term plan is to scale up the software to integrate with hand-held devices and e-prescribing programs so that all adverse drug reaction software is "Powered by GeneMedRx." Widespread use of these tools represents a major opportunity to save lives, improve patient outcomes and save billions of healthcare dollars every year.

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