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Expression Analysis Hosts Third Annual “Leave Your Fingerprint on the Cure” Campaign at ASHG 2010 Meeting to Raise Money for Local Children’s Hospital
Fundraising Campaign Will Raise More Than \$70,000 for Pediatric Cancer Research

DURHAM, NC – October 21, 2010 – [Expression Analysis](#), a leading provider of genomic services for clinical trials and research will once again host its “Leave Your Fingerprint on the Cure™” campaign at the upcoming [American Society of Human Genetics \(ASHG\) 60th Annual Meeting](#) in Washington, DC, the week of Nov. 2-6, 2010. Members of the press are invited to attend the campaign kickoff event that will be held in conjunction with the ASHG Annual Meeting on Wednesday, November 3, 2010, at 11:30 a.m. in the Walter E. Washington Convention Center Exhibit Hall (at booth #1115).

This year’s campaign will raise funds to benefit the [Children’s National Medical Center \(CNMC\)](#) in Washington, DC. More specifically, the funds raised through this year’s campaign will be donated to the Cancer, Genetics and Clinical Care Program at the CNMC, which applies genetics, clinical, translational, and basic science research to aid in the development of new and better pediatric cancer therapies, treatments and cures. Expression Analysis and its sponsors will donate over \$70 per person to CNMC for every attendee who stops by the company’s Exhibit Hall booth (#1115) during the week of the ASHG meeting to paint and leave their fingerprint in the center of a flower on the DC-themed mural. This campaign is one of many programs Expression Analysis has launched to provide financial support for academic and industry researchers in their efforts to uncover genetic markers linked to complex diseases.

“Expression Analysis’ “Leave Your Fingerprint on the Cure™” Campaign at the ASHG Annual Meeting is one of the few opportunities for many of our human genetics research scientists to be more directly connected to the ‘downstream’ clinical process and the impact that their work has on patient care,” said Joann Boughman, PhD, Executive Vice President of the American Society of Human Genetics. “People tend to forget that discovering new disease treatments and cures actually starts with very basic research, so it is exciting for genetic scientists as well as clinicians to demonstrate that their fingerprints are on the cures through this annual fundraising event.”

Dr. Marshall Summar, Chief of Genetics and Metabolism at Children’s National, said, “The Genetics and Metabolism center at Children’s National Medical Center is deeply appreciative of the generous funding donation facilitated by Expression Analysis. These funds will help us carry out our mission of providing the best Genetic services and counseling to all patients in the Washington, DC region. These funds will help ensure access to families and children that might not otherwise receive much needed diagnostic, treatment, and counseling care. We will be able to expand both our physical access to patients and our new telemedicine program bringing genetic services to areas previously underserved. As one of the largest genetics programs in North America, our mission is to provide access to all families in need in our area. Expression Analysis is helping make that possible.”

“We started this campaign in 2008 at ASHG’s 58th Annual Meeting in Philadelphia; the donation for each individual that participated was \$10. This year, because of additional corporate sponsors the amount has risen to over \$70 per participant. We welcome Agilent Technologies and Pacific Biosciences to our growing list of sponsors. I thank them, along with returning sponsors Affymetrix, Fluidigm, Illumina and RainDance Technologies,” said Steve McPhail, President and CEO of Expression Analysis. “This campaign has become an important part of who Expression Analysis is -- a company dedicated to providing industry-leading tools and services that help accelerate the pace of genetic research.”

About Expression Analysis, Inc.

Expression Analysis (www.ExpressionAnalysis.com) provides whole genome to focused set gene expression and genotyping assays along with DNA sequencings services, sequence enrichment technologies and bioinformatics support. Platforms utilized include Affymetrix GeneChip® and GeneTitan®, Applied Biosystems' Taqman, Fluidigm's Biomark and Access Array Systems, Illumina BeadChip® and Genome Analyzer, NanoString Technologies nCounter® Analysis System, RainDance Technologies RDT 1000 and, in the near future, the Pacific Biosciences™ PacBio RS. Expression Analysis offers solutions for challenging specimens such as whole blood and FFPE tissues, as well as nucleic acid isolation and data analysis services. Our quality system follows CLSI guidelines and our CLIA-registered laboratory supports GLP compliance.

About the American Society of Human Genetics

Founded in 1948, the American Society of Human Genetics (ASHG) is the primary professional membership organization for human genetics specialists worldwide. The nearly 8,000 members of ASHG include researchers, academicians, clinicians, laboratory practice professionals, genetic counselors, nurses and others with a special interest in human genetics. The Society's mission is to serve research scientists, health professionals and the public by providing forums to: (1) share research results through the Annual Meeting and in The American Journal of Human Genetics (AJHG); (2) advance genetic research by advocating for research support; (3) educate future genetics professionals, health care providers, advocates, teachers, students and the general public about all aspects of human genetics; and (4) promote genetic services and support responsible social and scientific policies. For more information about ASHG, please visit <http://www.ashg.org>.

About Children's National Medical Center

Children's National Medical Center in Washington, DC, has been serving the nation's children since 1870. Home to Children's Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, Children's National is consistently ranked among the top pediatric hospitals by U.S. News & World Report and the Leapfrog Group. With 283 beds, more than 1,330 nurses, 550 physicians, and seven regional outpatient centers, Children's National is the only exclusive provider of pediatric care in the Washington metropolitan area. Children's National has been recognized by the American Nurses Credentialing Center as a Magnet® designated hospital, the highest level of recognition for nursing excellence that a medical center can achieve. For more information, visit www.ChildrensNational.org.

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