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PharmaDiagnostics launches SoPRano™ range of screening products and services

PharmaDiagnostics debuts label-free screening platform including assays for ADME and physico-chemical properties at Screening Europe in Barcelona, February 11 – 12 (stand 46)

Brussels, February 8, 2010 - PharmaDiagnostics NV, a company developing and marketing a broadly-enabling, label-free screening technology that uniquely does not require specialized equipment, announces today the launch of SoPRano™, a high-performance set of screening tools to accelerate the drug discovery process for pharmaceutical and biotechnology companies.

SoPRano™'s key advance is to use the proven principle of surface plasmon resonance (SPR) and make it available in high throughput on a standard plate-reader, without the need for costly specialist equipment. PharmaDiagnostics already offers ADME/PK and custom assay development products and services, and is working with leading research groups to introduce regular further platform enhancements in new application areas.

Label-free screening is currently an area of great interest in the pharmaceutical research market. PharmaDiagnostics' approach stands out as all other available label-free technologies require expensive dedicated equipment that restricts both breadth of application and compound throughput. PharmaDiagnostics' localized surface plasmon resonance technology (LSPR) is broadly enabling, with easy to use protocols, and is applicable to a range of assays for both small molecule and antibody screening and characterization. For the first time, label-free screening can be applied in high throughput applications.

"With SoPRano™, PharmaDiagnostics is providing label-free screening for a much broader range of researchers," said Dr David Ricketts, CEO at PharmaDiagnostics. "Early customer feedback has been extremely positive.

This product launch at Screening Europe and our new corporate website and online SoPRano™ facility demonstrates PharmaDiagnostics' commitment to develop and enhance SoPRano™ and bring our customers real value."

"After our recent USD 3.5M fundraising, the launch of SoPRano™ is another significant step forward in the development of PharmaDiagnostics' business," added Ricketts.

PharmaDiagnostics' website is www.pharmadiagnostics.com. The company will also make a poster presentation at Screening Europe.

About PharmaDiagnostics NV

PharmaDiagnostics NV develops label-free screening technology with the unique capability in its market of operating without the need for specialized hardware. The technology is broadly enabling and applicable to a range of applications including: receptor-ligand binding; enzymatic reactions; antibody screening and ADME. The assays are very sensitive and have the potential for very high throughput. The company is focused upon licensing its technology for use in pharmaceutical and biotechnology companies, and also offers bespoke assay development services. In addition the company is seeking collaborations to develop applications in compound screening, particularly fragment screening and antibody screening.

PharmaDiagnostics' novel technology platform, SoPRano™, is based on localized surface plasmon resonance (LSPR) and noble metal nanoparticles, and is run on standard laboratory equipment.

The company, based in the Z1 Research Park in Zellik, near Brussels, was founded in 2007. It has raised more than EUR 4.0 million (USD 5.6M) in two rounds of venture funding and EUR 100,000 in grants from IWT (Instituut voor de aanmoediging van innovatie door Wetenschap & Technologie in Vlaanderen), a Flemish innovation agency.