

SPEID & ASSOCIATES PARTNERS WITH GENIZON BIOSCIENCES TO REDUCE ATTRITION RATES OF NEW DRUG COMPOUNDS

SAN DIEGO, Calif. and MONTREAL, Quebec – February 25, 2009 -- Speid & Associates, an international regulatory and drug development consultancy firm today announced that it has entered into a partnership with Genizon Biosciences to increase success rates of new drug compounds using Genizon’s proprietary genetic platform. In this challenging economic climate in which innovative pharmaceutical and biotechnology companies have to watch every dollar that is spent on drug development, the Genizon and Speid collaboration will help to increase the ultimate success of drug development programs. Genizon’s predictive techniques will also enable Speid’s clients to identify and eliminate compounds with relatively low chances of success earlier than if these techniques are not used.

“As we develop effective regulatory strategies for our clients’ drug candidates, I am very pleased that Genizon will work alongside us at our client’s request,” said Lorna Speid, Ph.D., president of Speid & Associates. Dr. Speid added, “I anticipate that the Genizon technology and expertise will allow our clients to re-visit compounds that may have been placed on the ‘back-burner’, but which may hold promise as new medications.”

“We believe that we can add significant value to Speid & Associates’ clients through pharmacogenomic studies and analyses using our gene discovery platform and expertise. These enable invaluable insights into drug response, and therefore improve clinical trial outcomes” said Majid Belouchi, Ph.D., founder and chief scientific officer of Genizon. He added, “We use predictive biomarkers to identify patients who are more likely to respond to a given treatment. Consequently, the combination of Genizon’s proprietary gene discovery platform and Speid’s expertise in regulatory affairs will assure expeditious pathways to commercialization.”

About Genizon BioSciences

Genizon BioSciences Inc. is a leader in genetic solutions. Genizon discovers genes, genetic biomarkers, biochemical pathways and drug targets that are involved in human disease susceptibility and drug response. These genetic insights allow the development of predictive diagnostics that facilitate personalized medicine. Working with a network of over 1,000 clinical investigators, Genizon has recruited over 47,000 subjects in 25 common diseases, which are analyzed in a unique, integrated high throughput facility that is compliant with GCP and GLP guidelines. Discoveries are translated into clinical practice through collaborative research with academic and clinical leaders. Genizon also provides high throughput, high quality SNP genotyping, genetic analysis, gene expression and pharmacogenomics services to academic institutions, research organizations and the biopharmaceutical industry.

For more information visit: www.genizon.com

About Speid & Associates, Inc.

Speid & Associates, Inc. is a privately held regulatory affairs and drug development consultancy based in San Diego, California. Speid & Associates assists life science companies move new chemical entities to the finish line expeditiously by developing effective global regulatory strategies for the international pharmaceutical and biotechnology industries. Speid also conducts due diligence for investors and companies.

For more information visit: www.drugstomarket.com

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