

For Immediate Release

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DNA-based Personalized Medicine Training Announced by Genelex

(SEATTLE) – Consumers are clamoring for DNA testing because it has the potential to immediately begin reducing the more than 100,000 adverse drug reaction deaths and 2.2 million serious events that occur every year in the U.S. An explosion of recent scientific research, improvements in DNA testing technology and the implementation of clinically relevant information systems provides the knowledge needed for the testing to enter the mainstream of medical practice. Pharmacogenetic DNA drug reaction testing will also help reduce the estimated \$180 billion dollar annual cost to the healthcare industry.

Howard Coleman, founder of Genelex states “although Pharmacogenetics will soon be celebrating its 50th anniversary, it is still not being widely integrated into medical practice. The main barriers causing this are an unmet need for education and a lack of knowledge of the availability and impact genetic testing will have on the safety and efficacy of medicine.”

To bridge this gap, Genelex is offering a series of web seminars on DNA testing and personalized medicine aimed at providing healthcare professionals, policy makers, reporters and patients with the necessary background knowledge to make educated healthcare and treatment decisions. The seminars are presented to registered users over the Internet and are tailored to individual audiences. Seminars are limited in size to allow for time for questions and answers and include a slide show tailored to the specific audience, and based on the latest in pharmacogenetic DNA testing methods. Programs currently scheduled include:

- *DNA Testing and Personalized Medicine: A Media Briefing. March 17, 2005 .*
- *Use and Availability of DNA Testing: For the Health-conscious Consumer, March 22, 2005.*
- *Clinical Pharmacogenetics: A Primer for Healthcare Professionals, March 31, 2005.*

All seminars will run approximately 45 minutes, including time for questions and answers. To register please contact Gitana Sones at 800 523-3080 Ext 2853 or email gitana@genelex.com. Howard Coleman, who will be presenting the seminars, has extensive experience in making DNA testing understandable for a wide range of professional and lay audiences.

Genelex Corporation, Seattle, Washington is a DNA testing laboratory dedicated to bringing the benefits of pharmacogenetic drug reaction testing to patients and their physicians in order to reduce the high levels of morbidity and mortality that result from adverse drug reactions.

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