

Ipsogen appoints Corinne Danan as Vice President Commercial Operations

Marseille, 4th March 2010 - IPSOGEN (Alternext - FR0010626028 - ALIPS), a molecular diagnostic company that develops, manufactures and markets tests for leukemia and breast cancer, announces today that Corinne Danan has joined the company as Vice President Commercial Operations to develop Ipsogen presence in Europe and rest of the world.

"We are happy to welcome Corinne Danan within our Executive Management Team", comments Vincent Fert, Ipsogen's CEO. "Corinne brings with her a deep and successful international experience in the commercialization of both innovative therapeutic and diagnostic products with large pharmaceutical companies. Recently, Corinne pioneered the field by developing successfully in Europe the concept of companion diagnostic. Her experience and talent will be key to develop and drive the implementation of our vision for the continued development of Ipsogen"

Prior to joining Ipsogen, Corinne was European Director for Monogram Biosciences – A company from California, specialized in individualized Medicine - leading the efforts for successful introduction of Trofile assay as companion diagnostic of Pfizer's HIV drug, in close relationships with Pfizer's European Commercial team. Before joining the Diagnostic industry, Corinne worked 16 years with Eli Lilly, serving in various roles including Senior Sales & Marketing roles, and Country General Management. Corinne holds a business degree from ISC and a Master of Business & Administration from INSEAD.

About IPSOGEN

IPSOGEN, Cancer Profiler, develops and markets molecular diagnostic tests that help map diseases in order to guide patients and oncologists' decisions along their therapeutic path. With more than 70 tests already used routinely worldwide for the diagnosis, prognosis and follow-up of thousands of patients with leukemia, Ipsogen is now targeting breast cancer with the aim of providing as yet inaccessible diagnostic information.

Strengthened by its scientific, clinical and technological partnerships, and by its multidisciplinary team in France and the USA, IPSOGEN intends to become a world leader in the molecular profiling of cancers, and to pursue the development and promotion of diagnostic standards that have a significant impact on patients, medical professionals and society.

At December 31 2009, IPSOGEN employed 65 people. Its headquarters are located in Marseille, France. The company has also a subsidiary, Ipsogen Inc., in Stamford, CT, USA.

For further information, visit www.ipsogen.com

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