

To the Press:

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Validation study of Exiqon's miRCURY LNA™ Universal RT microRNA PCR product line concludes that Exiqon's PCR products are 10 times as sensitive as the comparable products provided by main competitor

Exiqon A/S (NASDAQ OMX: EXQ), a leading supplier of high-value gene expression analysis products, today announced that Toumy Guettouche, Ph.D., Director, Oncogenomics Core Facility, Sylvester Cancer Center, University of Miami School of Medicine, USA, has presented data from a larger validation study of Exiqon's miRCURY LNA™ Universal RT microRNA PCR product line.

Data in support of Exiqon's platform were presented at the qPCR Symposium, San Francisco, California, USA, on 1 November 2010.

Exiqon's microRNA PCR product line is being used for microRNA expression profiling in a variety of sample types including difficult samples like blood serum and FFPE.

"Dr. Guettouche has demonstrated that Exiqon's microRNA PCR platform allows for quantitative detection of a higher number of microRNAs at low concentrations compared to similar products offered by a main competitor", said Dr. Peter Mouritzen, Director R&D at Exiqon, and added: "The superiority of our microRNA PCR assays is obtained by applying our proprietary LNA™ technology according to a very advanced bioinformatics algorithm which took us years to develop".

The study demonstrated that of the 311 microRNA qPCR assays common to the two technologies, 73% of Exiqon's qPCR primer sets amplified cDNA from the equivalent of 5 copies of microRNA whereas 50 copies were needed for a 70% call from the competitive product.

"Exiqon's microRNA PCR products were launched a year ago, and we have since had a very successful market uptake", said Henrik M. Pfundheller, Vice President Sales & Marketing at Exiqon, and added: "The key performance criteria that makes the customers buy our products are the robust quantitative and sensitive capabilities without the need for pre-amplification combined with the ease of use".



Toumy Guettouche, who is heading the core facility at University of Miami School of Medicine, will now add Exiqon's microRNA PCR panels to their product offering. "We now offer the Universal RT microRNA qPCR panels at our facility", said Dr. Toumy Guettouche.

The miRCURY LNA™ Universal RT microRNA PCR product line includes more than 1,000 pre-validated assays offered as Ready-to-Use qPCR panels for human, mouse and rat, single microRNA assays, reagents, software and protocols for all major qPCR instruments. The advanced assay design tool and the LNA™ technology is also available through Exiqon's homepage to researchers who want to design their own microRNA assays for example for microRNAs discovered through next generation sequencing.

About Exiqon

Exiqon's products are based on the proprietary LNA™ technology. This technology offers unique advantages for detection of miRNA biomarkers for life science researchers, drug developers and cancer treating physicians working towards personalizing medicine. Exiqon operates in two business areas: Exiqon Life Sciences has established a position for itself as one of the market's leading providers of miRNA research products for miRNA analysis in cells. Our research products are used by academia, biotech and pharmaceutical companies around the world to make groundbreaking discoveries about the correlation between gene activity and the development of cancer and other diseases. Exiqon Life Sciences is also collaborating with pharmaceutical companies in their effort to develop new medicines based on miRNA as biological markers. Exiqon Diagnostics collaborates with pharmaceutical and diagnostic companies to develop novel molecular diagnostic tests for early detection of diseases which can help physicians make treatment decisions. Exiqon is listed on the NASDAQ OMX in Copenhagen. For more information about us, please visit www.exiqon.com.

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