



Ferrer inCode signs strategic alliance with Selah Genomics for the US market

Barcelona, Spain and Greenville, South Carolina, January de 2014._ Ferrer inCode and Selah Genomics have announced the signing of a strategic alliance for the US market. The agreement makes Selah Genomics and Ferrer inCode exclusive partners in the commercialization of the currently available inCode products (Cardio inCode, Thrombo inCode, SudD inCode and Nutri inCode) in the United States under the Selah Genomics brand.

According to the WHO more than 17 million deaths per year are due to cardiovascular disease. The need to detect patients early, stratify them, and treat them in a personalized way is vital, according to the major medical associations, to avoid unnecessary deaths, improve patient quality of life, delay the appearance of chronic diseases and to reduce healthcare expenditure.

Jordi Puig, CEO of Ferrer inCode, commented that,

"The deal we have struck with Selah Genomics is a major milestone in our corporate development. It brings our highly differentiated products to the most advanced genomics market in the world through our alliance partner."

He added,

"We are delighted to have reached this agreement with Selah Genomics, our products combined with their heritage in molecular diagnostics and sequencing, their ability to access the market and their people should make the coming years very interesting for the alliance."

Michael Bolick, Chairman & CEO of Selah Genomics, said,

"Our team is thrilled by this new partnership with Ferrer inCode. The inCode products are an outstanding addition to our growing portfolio of clinically relevant and commercially viable personalized medicine assays. We see significant opportunity for these products in multiple channels, particularly in support of corporate wellness programs."

About Selah Genomics

Based in Greenville, South Carolina, Selah Genomics is a clinical diagnostic specialist supporting healthcare providers and the pharmaceutical industry with advanced molecular and genomic diagnostic services. Selah's services add value to early-stage drug development, clinical trials and regulatory processes in the pharmaceutical industry and help clinicians and healthcare providers treat and monitor patients.

For more information, visit: www.selahgenomics.com or contact Michael Bolick at +1 864 751-4815.

About Ferrer inCode

Ferrer inCode is the diagnostics division of Ferrer, the Barcelona-based pharmaceutical group.



Ferrer inCode has co-developed and commercialized a number of groundbreaking genomic products to personalize the treatment of patients in the areas of cardiovascular disease, cardiac sudden death, thrombosis and nutrigenomics. Ferrer inCode has based its global go-to-market strategy on developing highly differentiated genomics in conjunction with a clinical development strategy to prove the clinical utility of these products. Additionally Ferrer inCode is actively marketing products in the area of Oncological Genomics and has a diverse and promising R&D pipeline. Ferrer inCode's development partner is Gendiag.

For more information, visit: www.ferrerincode.com or contact Jordi Puig at +34 93 600 3883

About Ferrer

Founded in 1959, Ferrer is a privately-held Spanish pharmaceutical company, with full vertical integration from R&D to distribution. It is present in more than 90 countries, with 25 international affiliates. Ferrer is active in the pharmaceutical, health, fine chemicals and food sectors, key areas for contributing to people's health and quality of life.

In recent years, it has concentrated on diversifying across the whole healthcare spectrum, including R&D based prescription drugs, hospital products, molecular diagnostics, OTC and self-care. This diversification goes hand in hand with the setting-up and consolidation of strategic alliances.

For more information visit www.ferrergrupo.com

About Gendiag

Gendiag was founded in 2006 to facilitate the application of personalized medicine by providing diagnostic solutions based on genomics, proteomics, metabolomics and bioinformatics technology. Products are mainly based on disease predisposition, early diagnosis, prognosis and drug-response prediction and covering medical needs. These have been validated following the recommendations of the major medical associations for the introduction of novel biomarkers.

Today Gendiag has four highly innovative new products already commercialized across a number of countries by Ferrer inCode. The company is currently concentrating on the development of new personalized medicine platforms for diagnosis and prognosis in search of advanced prevention solutions, also focusing on the central nervous system and hepatology.

For more information visit www.gendiag.com