

MICROSOFT'S BILL BRAMMER JOINS VIZX BOARD
New director adds extensive strategic marketing experience
at "key moment"

April 5, Seattle – VizX Labs announced today that Bill Brammer, Microsoft Director of Small and Mid-Market Solutions and Partner (SMS&P) Business Management, has been elected to its Board of Directors. This comes the day after the announcement that VizX Labs is a founding member of the new BioIT Alliance, along with Microsoft, Affymetrix and other key companies in the life science and technology industries.

Brammer began his career as a design engineer at Texas Instruments, later working for Tektronix and DEC before joining Microsoft's sales organization in Missouri in 1995. After managing Microsoft sales to both large and small customers, he was promoted to Director of Executive Relations at the Redmond campus in 1999. Brammer became Director of the company's HP Alliance in 2001, responsible for building services business with hardware giants Hewlett Packard and Compaq during their merger.

Currently he is Director of SMS&P Business Management, responsible for both public sector and SMS&P sales and marketing strategy, as well as strategies to move new Microsoft technologies into sales and marketing.

"VizX Labs' GeneSifter products make cutting-edge biomedical research technologies accessible to a much wider array of scientists," said Brammer, "I'm glad to apply my experience to expanding the market for these important—potentially even life-saving—tools."

"Bill comes to us with immense amounts of experience in areas key to our continued success," said VizX Labs CEO and Founder Tom Ranken. "He also strengthens our relationship with Microsoft at a key moment."

The formation of the BioIT Alliance, a cross-industry group working with Microsoft to integrate science and technology with the ultimate goal of developing personalized medicine, was announced yesterday. It brings together science and technology leaders to collaborate on solutions to target common technology problems faced by life science companies.

"We are looking forward to working with Microsoft, Sun Microsystems and the other prestigious companies in the BioIT Alliance to enable the life science industry to better move from data to practical biological results," said Ranken. "That has always been the mission of VizX Labs, and we're pleased to help found an organization with the same goals."

About GeneSifter

GeneSifter software helps researchers derive biological understanding from gene expression patterns in microarray data. The web-based system was recently honored with the Frost & Sullivan “Best Practices Award for Product Innovation” in the Bioinformatics in Drug Discovery category, and recently received the distinction of “GeneChip-compatible™” from microarray leader Affymetrix. Customer comments are available online at www.genesifter.net/web/labtestimonials.html. Downloadable graphics, including screenshots of the GeneSifter Lab Edition and the new GeneSifter Core Edition, may be viewed online at www.vizxlabs.com/downloadable_images.html.

About the BioIT Alliance

Formed in 2006, the BioIT Alliance is a cross-industry group working together to improve biomedical information technology on the Microsoft platform. Founding members include Affymetrix, Accelrys, Amylin, Applied Biosystems, HP, Microsoft, Sun Microsystems Inc., VizX Labs LLC and other key companies in the pharmaceutical, biotech, hardware and software industries. Additional information about the BioIT Alliance can be found on the BioIT Alliance Web site at <http://www.bioitalliance.org>.

About VizX Labs

VizX Labs' GeneSifter software helps life scientists *Understand the Biology™* revealed through data from microarray experiments. Featured in **Wired News** and **Nature Methods**, selected as a Northwest Venture All-Star company and named by **Bio-IT World** as one of six “bioinformatics youngbloods” remaking that field, VizX was listed by **Washington CEO** as one of the state's top 25 biotechnology and biomedical companies. To view the VizX Labs newsroom, please visit www.vizxlabs.com/newsroom.html.

Contact Information:

VizX Labs, LLC

Elon Gasper
Senior Vice President
206.283.4363 ext. 105
eg@vizxlabs.com

VizX Labs
200 West Mercer Street, Suite 500
Seattle, WA 98119-3995
www.vizxlabs.com