

PRESS RELEASE

FORMER PRESIDENT & FOUNDER OF DOCTISSIMO (FRANCE) APPOINTED PRESIDENT OF DNAVISION SA (BELGIUM)

Brussels (Belgium) – DNAVision, one of the European leading genetic analysis service provider, is pleased to announce the appointment of **Dr Laurent Alexandre** as President, Chairman of the Board of DNAVision SA.

Surgeon-Urologist, MBA from HEC Paris, graduate of IEP Paris and ENA, Laurent Alexandre was the forerunner of the



Medical Internet in France. He is recognized in the health sector as an unparalleled opinion leader, combining a thorough knowledge of the area and an original vision of the opportunities offered by new information technologies. ([His publications](#))

In the past, he participated in the development of a clinical research company (Benefit), a professional journal in the health sector (Clinics) and he founded two French public companies (Medcost and Doctissimo). In 2007, he has been awarded with the small caps Trophy on French Euronext stock exchange. Doctissimo has been acquired in 2008 by worldwide leading media group Lagardère for 139 millions Euros.

Joining DNAVision, he will be applying his skills to develop a new business model centered on personalized medicine and consumer genomics. His impressive track record in the successful commercialization of medical internet is a key factor to succeed the integration of the future affordable personal genome sequencing and informatics.

"We are very proud that Laurent, a key opinion leader in health sector and a visionary in new breakthrough technologies, has decided to join us and invest in DNAVision. With him, we will progress faster from a research genomic service company to a European leader in personalized medicine and consumer genomics." said Jean-Pol Detiffe, CEO of DNAVision.

Dr Laurent Alexandre becomes an important shareholder of DNAVision SA with the goal of increasing the capital of the company and its affiliates and creating a leading personalized medicine company in Europe.

"We are now in the era of next generation sequencing, with many potential healthcare applications for the near future. I've followed the development of DNAVision from last two years, and I'm very enthusiastic to join this professional team who has already achieved many objectives like to be the only lab in the world to have all these quality certifications or having maintained each year a 50% turnover growth, even for this 2009 year of crisis."

About DNAVision

DNAVision is a leading provider of applied genetic & genomic services. DNAVision, and its subsidiary DNAVision AgriFood, offer the powerful combination of different technologies in nucleic acids extraction, expression profiling, SNP genotyping and sequencing in a high quality environment. DNAVision is the only genomics company in the world to be ISO17025 accredited, CLIA certified, CAP accredited, GLP certified and GMP certified.

DNAVision is a spin-off of University of Brussels and Institute of Pathology and Genetics. DNAVision AgriFood is a spin-off of University of Liège. More information on DNAVision's service portfolio can be found on www.dnavision.be

Further information:

Jean-Pol Detiffe
Chief Executive Officer
DNAVision SA
25 avenue Georges Lemaître
6041 Gosselies (Belgium)

Tel. +32 71 347880

info@dnavision.be

www.dnavision.be