

World Premiere of a Revolutionary Breast Cancer Test

Super Religare Laboratories partners DiaGenic

New Delhi, 8th November 2008: Indian women will be the first in the world to benefit from a revolutionary blood based test for early detection of breast cancer. The test has been developed by the Norwegian company DiaGenic, the BCtect™ will be provided by Super Religare Laboratories (formerly SRL Ranbaxy).

Breast cancer is a growing problem in India, and BCtect™ offers immense hope for Indian women. “BCtect™ can identify cancer early and in a very patient-friendly manner,” says Dr. Erik Christensen, CEO of DiaGenic. “Using an easily collectable blood sample makes the method suitable as a first line test and as an adjunct to mammography.”

The trials attracted a great deal of interest. “The intention is to enable Indian women to have regular check-ups with minimum stress at their local doctors” added Dr. Erik Christensen.

Dr. Sanjeev K. Chaudhry, CEO, Super Religare Laboratories, who will distribute BCtect™ in India, says: “Awareness of breast cancer is growing in India and with Super Religare Laboratories reaching out to serve the maximum number of Gynaecologists and Oncologists in the country, it would enable them to actively promote the cause of women’s health in India, with increased care and concern. We believe the DiaGenic test will provide the perfect incentive for women to take charge of their health and undergo regular check-ups. It would play a pivotal role in bringing down the mortality rate because of Breast Cancer and bring down the state healthcare costs.

Super Religare Laboratories will put in place intensive and extensive market-facing strategies to ensure rapid growth in the market, both locally and internationally, and will invest substantial amounts and efforts to inform the market on the availability of this new innovative test.” said Dr. Chaudhry.

On the partnership, Dr. Sanjeev K. Chaudhry said, “It is to my great satisfaction that we can work together with DiaGenic to launch BCtect™ in India. There is an increasing need for this test in the country as the incidence of breast cancer is rising among younger women, and a nationwide screening program is lacking.”

The launch will take place in the Norwegian Embassy, New Delhi, and will be attended by Norway’s Ambassador to India, Ms. Ann Ollestad; leading Indian doctors and members of the government bodies.

Remote signs offer a new way of testing

DiaGenic scientists based the patent-protected concept for the early diagnosis of diseases, such as breast cancer, on a unique finding. They found that even when a disease is localized at a specific body site such as the breast or brain, disease specific secondary responses can be measured in clinical samples collected from other far away parts of the body. One such response includes characteristic changes in the expression pattern of selected genes in blood samples taken from veins in the arm. DiaGenic's concept involves identifying these genes and using them to develop a disease-specific gene expression signature for early disease detection.

No difference between people

Development of BCtect™ was aided through collaboration with one of the world's leading experts in the field, Professor Anne-Lise Borresen-Dale at the Norwegian Radium Hospital. Based on several clinical studies DiaGenic identified a set of genes and validated their use in detecting breast cancer early in Caucasian women. These results were later confirmed in the Indian test.

Growing concern in India

Breast cancer is the second most common form of cancer amongst Indian women and is growing in both urban and rural communities. In 2007, 100,000 women died from breast cancer, and according to the International Agency for Cancer Research, it is estimated there will be approximately 250,000 new cases in India by 2015. Early detection is essential for improving survival rates, even more so in India where the incidence is growing among younger women. As per today, only 10% of cases are detected at the vital early stage where the odds for survival are highest.

Currently mammography is the only real option to detect breast cancer early. However, mammography is not widely conducted in India and has severe limitations in women with dense breast tissue, especially younger women. DiaGenic and Super Religare Laboratories believe that the availability of BCtect™ will help to improve the situation for Indian women considerably.

Current methods not enough

Right from the beginning DiaGenic saw breast cancer as an ideal application for its gene expression signature method. According to CEO Erik Christensen, the need to carry out breast cancer diagnosis is present in all stages of the disease. "The diagnostic methods currently in use vary widely and all have clear limitations. For example, mammography which is used in mass screening and diagnosis has difficulties in identifying small tumors and is poorly suited to several types of cancer and younger women."

Tested in India

The performance of the BCtect™ has been tested in a large multicenter study. One of DiaGenic's founders, Dr Praveen Sharma, an India has initiated this large study to also take into account ethnic variations. One of the key investigators in the trial, Dr Yathish Kumar, Panacea Hospitals Pvt. Ltd, Bangalore, welcomed the results. He says there is a major need for an early blood test in India: "Currently, survival rates for breast cancer are low in India and there is not an effective screening program. Furthermore, Indian women tend to have denser breast tissue and to suffer from the disease earlier than in the West. Using blood as the sample material and being able to screen earlier is thus an extremely attractive proposition and would enable us to start tackling the problem effectively."

About Super Religare Laboratories (formerly SRL Ranbaxy)

Super Religare Laboratories - India's Largest Diagnostics Network that is trusted by millions. With its far-reaching network of around 40 Laboratories and over 850 collection centres spread across 375 cities and towns, extending from Leh to Kanyakumari and Bhuj to Imphal, there is hardly a place where Super Religare Laboratories does not touch the lives of people.

Since its inception in 1996, its operations have scaled up to a level whereby over five million people every year repose their trust in the testing facilities of Super Religare Laboratories. The cutting-edge facilities at nearly 40 satellite laboratories and three clinical reference labs are manned round-the-clock by a dedicated team of over 350 doctors and scientists. They offer the widest test menu comprising of around 4000 tests conducted over 95 technologies, covering most diseases known to mankind.

Heralded as one of the most innovative companies in Healthcare sector, Super Religare Laboratories was the first to establish the Gold standards of Pathology testing in the country. It has earned the unique distinction of achieving, for the first time in India, accreditations from both, The College of Pathologists (CAP), USA and NABL accreditation, Government of India. Over 25000 doctors and over 2000 hospitals and path labs rely on Super Religare Laboratories, every time a test is to be conducted. In addition, Super Religare Laboratories is the first to dedicate R&D to expand its test menu as per the increasing requirements of the medical fraternity. Today, it is a matter of pride that even high-end hospitals from UK and the Middle East are sending their test requirements to Super Religare Laboratories.

www.srl.in

About DiaGenic ASA

DiaGenic is an innovative Norwegian biotechnology company that seeks to create value for patients, partners, and investors by developing new and more patient-friendly methods for early detection of diseases.

DiaGenic is currently a world leader in analyzing gene expression signatures related to diseases in easily available clinical samples, such as peripheral blood. This unique method is based on the principle that even when a disease is localized at a specific part of the body, secondary responses, which are also characteristic of the disease, can be measured in other parts. Significant potential in numerous diseases such as breast cancer and Alzheimer's disease has been identified. The company has been granted patents in the U.S. and Europe. DiaGenic is listed on the Oslo Stock Exchange.

www.diagenic.com

For further information please contact:

Subhrangshu Neogi

Hand Phone: 91 9910993925

Landline: 91 11 30815100 Extn.712

Email: subhrangshu.neogi@religare.in

Sagarika Mamik Gupta

Hand Phone: 91 9910021712

Landline: 91 11 30815100 Extn. 465

Email: sagarika.mamikgupta@religare.in