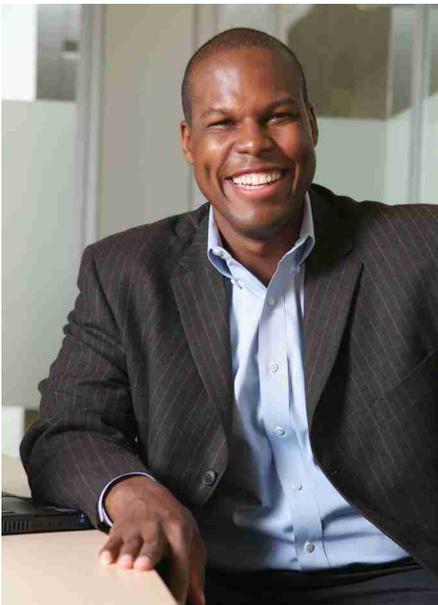


CEOCFO Magazine - The Most Powerful Name In Corporate News and Information

A Cancer Molecular Diagnostics Services Company, Empire Genomics LLC Offers a Comprehensive Menu of Genomic Services, Enabling Clinicians and Pharmaceutical Firms to Identify Types of Cancers and Give Tailored Therapeutic Guidance

**Healthcare
Genomics**

**Empire Genomics LLC
800-715-5880
www.empiregenomics.com**



**Anthony Johnson
CEO**

BIO: In his role as Chief Executive Officer, Anthony is responsible for guiding the overall strategic vision and managing the day-to-day operations of Empire Genomics. He ensures Empire Genomics has a continually strong commercial offering and negotiates external ventures and alliances to help Empire Genomics maintain its leadership position in the field of molecular diagnostics in the face of an ever changing healthcare environment.

Anthony brings considerable marketing and strategy experience to Empire

Genomics. Formerly, in the capacity of Business Area Manager for Stem Cell and Regenerative Medicine for Invitrogen Corporation, he coordinated and directed their entrance into the nascent stem cell market. Prior to Invitrogen, he worked as a strategic business consultant, directed global sales and marketing activities within the pharmaceutical industry and played an integral role in the design and development of the global competitor intelligence system for the CRESTOR product of AstraZeneca. He is coordinated and signed deals with public, private and governmental organizations worldwide and routinely leverages these relationships and experience at Empire Genomics.

Anthony has a Bachelors of Science degree from Fisk University in Biology and holds an MBA in International Strategy from Manchester Business School - Manchester, England. He has also completed graduate level research in neuroscience.

About Empire Genomics LLC:

Empire Genomics, LLC is a cancer molecular diagnostics services company founded in Buffalo, New York in 2006. It offers a comprehensive menu of genomic services which are used in diagnosing and determining the precise treatment for patients with cancer. The company, created from research that resulted from the Human Genome Project and the Roswell Park Cancer Institute, provides products and services that enable clinicians and pharmaceutical firms to better identify types of cancers, tailored therapies, and understand how cancer will progress using molecular biomarkers.

Recently, the Company commercialized a genetic test for multiple myeloma which is the first known test that determines therapeutic guidance using a DNA biomarker. The Company, known for its mass customization business model, is a leader in the field of precision medicine services and works globally with leading researchers, clinicians and pharmaceutical firms.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Johnson, what is the approach to personalized medicine at Empire Genomics?

Mr. Johnson: Empire Genomics leverages what is taking place at the leading research institutions and with research across the globe in the area of genomic medicine. We look at what is taking place at the DNA level that can enable the medical community to better detect disease prior to symptoms and identify the ideal personal treatment for a given disease, specifically in the area of oncology.

CEOCFO: What is the key to assessing research and knowing what is worthwhile to pursue?

Mr. Johnson: We are entrenched in the science. Our founder was a leading part in the Human Genome Project and has worked with the latest and most innovative technologies out there. We work with our clients as they are going through the research and development process and help them add the clinical rigor required by regulators to bring these technologies or assays into the clinical testing are-

na. We have a strict criteria in assessing new tests and look at the clinical utility of a given assay—if you have an answer to a given question, such as, “what does that mean from the perspective of patient care or disease management tools?” If we can come up with an answer to “if I knew this, a physician would do A” or “if I knew this, a physician would do B” then that helps us understand how something will be employed and not be just another great piece of science. It will be something that has impact on the patients and on healthcare as we know it today. That is what we are focused on—taking those assays and bringing them into clinical practice. One example is our work with researchers at Emory Medical School in Atlanta, Georgia. They were the first group to discover a genetic test using the patient’s DNA that can predict how a patient will respond to a treatment in the area of multiple myeloma. That is something very exciting and we are looking forward to bringing it to the clinic later on this year.

CEOCFO: What is Empire Genomics’ revenue model?

Mr. Johnson: We are a for-profit company. We have been growing our revenue at an accelerated pace year after year. Our model is very straightforward. For the research community, we support them through a partnering model, using subsidized services that enable them to do more with less dollars. We do this in exchange for access rights to commercialize proprietary assays/technologies that may be discovered. We are also a great conduit for accessing into the commercial marketplace through drug development firms or hospitals where we sell our services. That is how we generate revenue and help support the research community. On the other side, we work together with leading pharmaceutical and biotech firms, bringing them assays as well as services that enable them to expedite their drug development process by using our genomic testing services. The tests

help them stratify patients at a much earlier point into responders or non-responders, thereby cutting the cost of drug discovery and accelerating the path to the marketplace for those drugs. Ultimately, we are looking at having companion based diagnostic assays that will be used prior to issuing any prescription of these drugs in the area of oncology.

CEOCFO: When Empire Genomics is partnering with a research team, how do you assess whether they will be open to ideas and suggestions?

Mr. Johnson: Science, by its very nature, is a competitive field for the race to report results and make discoveries. We serve as a partner to the scientific community. We do not have a stake in the game in terms of commercializing; whenever there is an opportunity and researchers are

“That is one of the things that makes us different. When we go to the marketplace, it is focused on our expertise, our service levels and the understanding that patients and physicians are not interested in the technology, they are interested in knowing how our service helps them better manage their disease. I have learned in the past that key to success is all about education and understanding the clinical utility of tests.”

- Anthony Johnson

open to it, we are as well. We also work on a fee-for-service basis like many other genomic firms. It comes down to scientists and the organizations. If they see value in what Empire Genomics can bring to them in terms of expertise and helping them commercializing their discoveries then that is when it works out best from a partnership perspective. It is about relationships and establishing trust and mutual growth that works for both groups. With the increasing pressure on research funding and the emphasis on technology commercialization, more often than not we find research teams are open to and like our business model. We are able to offer a lot of value through our services.

CEOCFO: Would you tell us about Empire Genomics’ products?

Mr. Johnson: Today we do custom genomic assay work. If you look at

what is taking place in the research world, there are many things out there that we call discovery tools and high throughput. For example, they look at the entire genetic makeup of a human being and disease. From this research increasingly focused assays are being discovered that can be used to diagnosis patients or determine therapeutic treatment. An example of this is in the area of lung cancer there is a gene called ALK, which is used as a companion diagnostic test for a drug that is manufactured by Pfizer. This gene aberration can select with a very high specificity responders to the treatment in lung cancer. It is a focused, one gene based assay. It is a great example of the type of assays we look at because these are focused, cost-effective ways to deliver personalized health care. We do things like PCR based assays, custom fluores-

cent in-situ hybridization (FISH), DNA microarrays and moving to using next gen sequencing technology services as well. We are platform agnostic. It comes down to the end use in the clinical community and how it will be viewed from a reimbursement perspective, sample procurement perspective and workflow in

terms of how samples are being gathered and shipped across the globe. This is our model to bring assays to the clinical market that are of high value because of their clinical utility and the ability they have to fundamentally change how clinicians and patients manage cancer diseases.

CEOCFO: Are most members of the medical community aware of Empire Genomics?

Mr. Johnson: They are and that awareness is rapidly growing. Our customers are into the pathology and oncology areas as well as in cytogenetics. A fair amount of them are currently using our services. Over the next 2 or 3 years we are working on accelerating that and becoming the brand name when it comes to personalized delivery of diagnostic, prognostic and theranostic genomic testing in oncology. We have made great

strides over the past 4 or 5 years and expect to accelerate that over the next 24 months.

CEOCFO: What is the strategy for growth?

Mr. Johnson: It is a two pronged approach to penetrate deep in our accounts while selling more services to these accounts. It is to bring on more proprietary services that we will sell to our existing customer base in the pathology area and hiring in the area of sales and marketing to accelerate getting our message across in terms of the way our service can benefit practices and patients. That is our approach to accelerate our brand growth and be acknowledged as the leader in this space. It is happening every day as we bring on more customers and assays that are going to be used in changing the way healthcare is practiced.

CEOCFO: What is the competitive landscape?

Mr. Johnson: As the expression states, "All roads lead to Rome and there are many roads." The same thing is true when it comes to personalized healthcare, especially in the testing realm. There are certain groups out there like Genomic Health, which is a large, leading provider of personalized healthcare in the area of breast cancer and colon cancer. They have a gene expression testing signature which they have invested heavily to get clinically adopted. There are other groups that are service providers such as Labcorp or Quest Diagnostics, that have a combination of a very robust distribution model and a large menu of assays that may not be as specific but when looked at in aggregate they are actually very effective in healthcare as a whole. We are focused on oncology and specifically on delivery of testing as a service. That is one of the things that makes us different. When we go to the marketplace, it is focused on our expertise, our service levels and the under-

standing that patients and physicians are not interested in the technology, they are interested in knowing how our service helps them better manage their disease. That is what separates us from the variety of competitors out there. When you look at the personalized medicine space because of its rapid growth, you find companies led by experts in a given disease, hospital or technology area and they set up regional practices and do fairly well from that perspective. They are not great at scaling up operations and focusing on commercial excellence in terms of delivery of services nationally. That is what we are focused on. When you look at what we bring to our customers, it really is an idea of partnership and helping them from start to finish, understanding what assays they should be interested in based on the questions they are trying to answer and how they educate their patients on treatments. That has ramifications in terms of reducing the cost of healthcare—some of these oncology drugs are on upwards of \$100,000 per treatment regimen with several different treatment courses over a 5 or 6 month time. It is not just the cost but the cost of the deleterious effects these drugs can have on the patient that can also affect their prognosis and their quality of life. It is a very competitive landscape but what makes us different is that we have a strong commercial presence, which is backed by heavy science, enabling us to accelerate what we are doing and add value to the medical community.

CEOCFO: What have you learned from previous ventures that is most helpful in accomplishing goals for Empire Genomics?

Mr. Johnson: These endeavors always take twice as long and cost two or three times as much as you expect. The pace of adoption in the clinical community, which has typically been very slow, is changing dramatically. When I started in this field, tests like PCR when launched took about 7 to

10 years before becoming reimbursed clinical assays. Fast forwarding 15 years thereafter, I have seen new technologies like stem cell biology or DNA microarrays being adopted clinically over a 3 to 5 period. Now, if you look at an area like pre and post-natal diagnostics, DNA microarrays are used as a first line test where historically they were adjunct or reflex assays. The medical community is starting to understand that some of these innovative technologies and all of the work that has been done in the past 20 to 25 years with the Genome Project are starting to pay dividends in terms of assays that can help them make key decision with healthcare and patient management. I have learned in the past that key to success is all about education and understanding the clinical utility of tests.

CEOCFO: Why does Empire Genomics stand out to investors and people in the business community?

Mr. Johnson: We stand out because we have shown that within a short period of time and with a focused approach, we have a plausible, diversified business model that is in high growth areas. If you look at the equation of healthcare, we are directly on the side of reducing healthcare costs by providing more informed decisions about managing oncology diseases for patients. We have exciting prospects before us, for instance our myeloma assay as well as others that we will be launching this year and next year in the area of lymphoma and prostate cancer. These are game-changing tests that will change oncology disease management as it has been known. It is an exciting time lead by an experienced management team that has a strong brand in the healthcare marketplace. It is the right time and the right company. For investors that are interested in getting exposure to personalized healthcare, Empire is a great vehicle.



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