

To the Press:

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### **Exiqon and MultiD Sign Development and Distribution Agreement to provide specifically adapted microRNA qPCR analysis solution**

COPENHAGEN, DK, AND GOTHENBURG, SE, 25 May 2010 - Exiqon A/S, a leader in microRNA analysis products and services, and MultiD Analyses AB, a leader in comprehensive software solutions for qPCR data analysis, today announced a Development and Distribution Agreement incorporating a specifically adapted version of the GenEx qPCR analysis software for Exiqon's new microRNA qPCR platform. The agreement allows Exiqon to sell a fully compatible and comprehensive data analysis solution to complete their microRNA qPCR offering.

"The partnership between MultiD and Exiqon has led to the development of a customized version of the advanced GenEx data analysis program which has been specifically adapted to allow easy pre-processing and analysis of data from the Exiqon microRNA PCR panels and assays," said Henrik M. Pfundheller, VP Sales & Marketing of Exiqon. "Exiqon offers the best performing qPCR reagents for microRNA expression profiling on the market. However, we feel it is just as important that our customers process, normalize and analyze their qPCR data properly and with confidence. The addition of the Exiqon GenEx software to our microRNA qPCR portfolio enables customers to get the most out of their microRNA expression profiling experiments in an easy and convenient way".

"We have developed a special Plate Design module which enables Exiqon's customers to design their qPCR experiment in silico and generate templates for import into their real-time PCR instrument," said Mikael Kubista, Chairman of MultiD. "These templates also allow fast and easy import of the results into GenEx for pre-processing and analysis. The Exiqon GenEx software really streamlines the experimental process from planning through generation of results to data analysis."

MultiD's GenEx software is well established software for processing and analysis of qPCR data. It includes everything from selection and validation of reference genes, data pre-processing and advanced statistical methods to analyze real-time qPCR data with simple clicks of the mouse. Possibly the most important part of qPCR experiments is the pre-processing of raw data for subsequent statistical analysis. Pre-processing steps need to be performed with consistence, in the correct order and with confidence. GenEx has a streamlined and user-friendly interface which aids data handling. Powerful presentation tools generate professional illustrations of even the most complex experimental designs.



Exiqon's miRCURY LNA™ Universal RT microRNA PCR system offers the best available combination of performance and ease-of-use on the microRNA real-time PCR market. The use of two LNA™-enhanced PCR primers results in both exceptional sensitivity and specificity, enabling both accurate quantification of very low microRNA levels and discrimination between closely related microRNA sequences. The universal RT step greatly reduces sample input requirements and technical variation, and most importantly saves time in the laboratory. The product line includes microRNA Ready-to-Use PCR panels for exceptionally sensitive expression profiling of 730 human microRNAs, individual microRNA assays, reference gens and reagent kits.

#### **Additional information**

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#### **About Exiqon A/S**

Exiqon's products are based on the proprietary LNA™ technology. This technology offers unique advantages for detection of microRNA biomarkers for life science researchers, drug developers and cancer treating physicians working towards personalizing medicine. Exiqon operates in two business areas: Exiqon Life Sciences is one of the market's leading providers of microRNA research products for microRNA analysis in cells. Exiqon Life Sciences is also collaborating with pharmaceutical companies in their effort to develop new medicines based on microRNA as biological markers (Exiqon Pharma Services). Exiqon Diagnostics is developing a series of new molecular diagnostic products based on microRNA. Exiqon's goal is to gain a market-leading position for microRNA-based diagnostics. Exiqon is listed on the NASDAQ OMX in Copenhagen. For more information, please visit [www.exiqon.com](http://www.exiqon.com).

#### **About MultiD Analyses AB**

MultiD Analyses AB was the first company with focus on multidimensional data analyses. The company's goal is to develop and sell software for analyses of multidimensional data. GenEx, is the most complete solution available to analyze real-time PCR gene expression data and our second product, DATAN, is the most advanced software to analyze spectroscopic data. MultiD's competences are in the areas of spectroscopy, fluorescence detection, data and numerical analysis, chemometry, computing, software engineering, and real-time PCR. For more information, please visit [www.multid.se](http://www.multid.se).

