

MEDIA RELEASE
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ASET PLATFORM USED IN NEW STUDY TO SWITCH THERAPEUTIC TARGETS ON AND OFF

HALIFAX, NOVA SCOTIA, CANADA – Feb 15, 2012 -- Innovascreen, Inc., a private biotechnology company focused on the ASET Platform for preclinical development of oncology compounds, announces today that work done using the ASET Platform was featured in this month's version of PLoS One. The paper, entitled "Imaging the Impact of Chemically Inducible Proteins on Cellular Dynamics In Vivo," has demonstrated that the platform can be used to rapidly manipulate therapeutic cancer targets and visualize the impact in real time.

"Cancer continues to present major challenges to drug developers," said Dr. John Lewis, President and CEO of Innovascreen and study author. "By using the ASET platform, we can convincingly determine how anti cancer proteins work and the underlying mechanism of action. This clearly shows the strength of the novel system we have developed and how it can be used for early research into the development of anti-cancer therapeutics."

The research team, which included world renowned metastasis researcher Dr. Ann Chambers of the London Regional Cancer Centre in London, ON, used the ASET platform to monitor protein activity within cancer cells in vivo, follow the impact in real time, and determine the consequences. "The ASET Platform continues to demonstrate its ability in early stage cancer research," said Jeff Skinner, Director Business Development at Innovascreen. "Through partnerships, Innovascreen can generate high impact data more efficiently and cost-effectively than comparable systems."

The article can be found at <http://dx.plos.org/10.1371/journal.pone.0030177>.

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reviewed, open-access, online publication. PLoS ONE welcomes reports on primary research from any scientific discipline

About The ASET Platform

Called the Avian System for Evaluating Therapeutics (ASET) Platform, the proprietary system is a combination of nanotechnology, intravital imaging, and a novel animal model creating the potential for a powerful tool in preclinical therapeutic analytics. The combination of these innovative technologies into the ASET Platform allows Innovascreen to visualize and directly measure the results of a pharmaceutical therapy in vivo in a substantially reduced time compared to conventional in vivo models.

About Innovascreen

Innovascreen is an ideal partner for an organization involved in early stage preclinical development of therapeutic candidates. The Avian System for Evaluating Therapeutics (ASET) Platform allows our clients and partners to screen compound libraries and validates lead candidates for further investment, faster, better and cheaper than other available options. Offered under collaborations, the ASET Platform is an ideal tool for the development of first in vivo data. Innovascreen is a privately held company, headquartered in Nova Scotia, Canada. For more information, please visit www.innovascreen.com

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