

NEWS

Contact

Robert W. Scherrer
Genomas, Inc.
860-303-1099



**FOR IMMEDIATE RELEASE
NOVEMBER 15, 2004**

GENOMAS AND THE UNIVERSITY OF CONNECTICUT ESTABLISH COLLABORATION ON PERSONALIZED DIET FOR TREATMENT OF OBESITY AND METABOLIC SYNDROME

HARTFORD and STORRS, CT – Genomas, Inc., a biomedical company advancing personalized health and The University of Connecticut (UCONN) today announced a scientific collaboration to develop new diagnostic products to optimize dietary intervention using low fat and low carbohydrate regimens in the prevention and treatment of obesity and metabolic syndrome. The announcement was made today in Boston at the “Living Well to 100” Conference sponsored by Tufts University’s School of Medicine, Friedman School of Nutrition Science and Policy, and Jean Mayer USDA Human Nutrition Research Center on Aging.

The collaboration will utilize Genomas’ proprietary Physiogenomics™ Technology to develop PhysioType™ Products. Physiotypes will be derived from the integrated physiological and genetic measurements for each patient. Physiogenomics™ Technology rapidly analyzes multiple genes and baseline determinants of environmental responses for each individual. This technology unravels DNA markers and physiological determinants of response to each intervention, be it exercise, diet or drug.

The collaboration with Jeff S. Volek, Ph.D., R.D., at UCONN and Gualberto Ruaño, M.D., Ph.D., at Genomas, will analyze samples from well controlled dietary studies with a range of characteristics associated with obesity, diabetes and metabolic syndrome. Metabolic syndrome, the predecessor condition to diabetes and cardiovascular disease, is diagnosed by central obesity, imbalances in lipids, elevated blood pressure, and glucose intolerance. Two-thirds of the American population is either obese, or overweight. The Centers for Disease Control estimates that forty percent of the adult population in the United States has metabolic syndrome.

Dr. Gualberto Ruaño, President and CEO of Genomas, commented that “This is a ground-breaking study aimed at developing DNA diagnostics for the personalized dietary treatment of a serious illness. Already, the 2005 Dietary Guidelines for Americans issued by the USDA will recognize the diversity of foods and the choices available to the individual and recommend the wise use of a variety of fats and carbohydrates. We predict that the 2010 revision of the Guidelines will advocate personalized diets based on an individual’s metabolism as readily determined by PhysioTypes.”

Dr. Volek stated, “We have conducted many studies examining physiological responses to low-fat and low-carbohydrate diets. This will be a much different approach and should result in the development of PhysioTypes to enhance the level of precision in prescribing dietary treatments for obesity, diabetes and metabolic syndrome. We hope to have the first results from this collaboration in early 2005”. Genomas and UCONN will collaborate on grants and contracts from government and industry including specialized areas such as bio-defense and military medicine as well as development of intellectual property in the field of personalized diet.

(more)

**Genomas and UCONN Establish Collaboration on Personalized Diet
for Treatment of Obesity and Metobalic Syndrome
Page 2**

ABOUT GENOMAS

Genomas Inc. is developing PhysioType™ Products to personalize health. PhysioTypes are revolutionary healthcare diagnostics, empowering physicians with unprecedented capabilities to prescribe personalized and highly effective preventive treatments incorporating diet, exercise and drug regimens for each patient. Genomas' product development focus is metabolic syndrome and associated disorders (obesity, diabetes, cardiovascular disease). Genomas is located in Hartford, CT. on the campus of Hartford Hospital with which it has established a research and development partnership in genomic medicine. *For more information please access the company's web site at www.genomas.net*

###