

## NEWS

Contact:  
**Robert Scherrer**  
Genomas, Inc.  
860.545.4570



**FOR IMMEDIATE RELEASE**

**OCTOBER 20, 2005**

### **PERSONALIZED MEDICINE FORUM AT MEDi 2005 TO BE CHAIRED BY GENOMAS PRESIDENT, RECIPIENT OF THE BEACON MEDICAL TECHNOLOGY AWARD**

**HARTFORD, CT** - Gualberto Rúaño, M.D., Ph.D., President and CEO of Genomas will chair a Personalized Medicine forum with distinguished thought leaders in the field as part of a 1-day workshop at the MEDi 2005 Conference and Exposition at the Connecticut Convention Center on October 26, 2005. MEDi 2005 is organized by BEACON, the Biomedical Engineering Alliance and Consortium, the professional association of the medical device industry in Connecticut. Beginning on October 25, 2005, MEDi 2005 features leading technologies in healthcare including electrocardiographic devices, MRI scanning, robotics, biomaterials, informatics and diagnostics.

Dr. Rúaño had recently been awarded the BEACON Medical Technology Award in recognition of his pioneering entrepreneurial and scientific contributions to personalized medicine. The award was given on September 28, 2005 at the Alliance for Connecticut Technology's Innovation Day and Award Dinner, a gathering of the State's leadership in the high-technology sector. The BEACON Medical Technology Award is presented annually to an individual or organization in recognition of significant advancement in the development and commercialization of new medical technology.

Dr. Rúaño said: "I am greatly honored and very thankful by these two distinctions from BEACON, which I share with my team at Genomas and our partners at Hartford Hospital. The underlying technologies for personalized medicine are part of the larger industry of biomedical devices and healthcare systems that so prominently figure at MEDi 2005. I look forward to working with BEACON at the forefront of creative synergies between industry, hospitals, and the capital markets to catapult personalized medicine to the mainstream of healthcare."

Dr. Joseph D. Bronzino, President and Executive Director of BEACON, commented: "Dr. Rúaño, an international leader in personalized medicine, is most deserving of the Medical Technology Award. He is now leading the charge for the emerging personalized medicine industry through Genomas and his partnership with Hartford Hospital. We look forward to his revolutionary contributions to medical technology and its clinical application. He is bringing a world class series of speakers to the Personalized Medicine workshop to round up the roster of scientific and industry leaders at MEDi 2005."

--MORE--

The Personalized Medicine workshop will consist of morning and afternoon sessions during the second day of MEDi 2005, October 26, 2005. The speakers and their respective presentation topics are:

- Godfrey Pearlson, M.D., Director, Olin Neuropsychiatry Research Center, Institute of Living, *Psychiatric research and multigenic disease: laying the foundation for personalized medicine;*
- Roland Valdes, Jr., Ph.D., Professor and Senior Vice-Chairman, Academic Affairs and Research and, Director, Clinical Chemistry and Toxicology, University of Louisville, *Clinical proteomics and pharmacogenetic laboratory practice: from research to national guidelines;*
- Andrew Plager, M.D., Canyon Ranch, *Personalized disease prevention and health enhancement in the wellbeing industry;*
- Brett Davis, Life Sciences Global Solutions Executive, Healthcare, IBM Healthcare and Life Sciences, *Information based medicine: systems for the individualization of healthcare;*
- Robert Goldberg, Ph.D., Director, Center for Medical Progress, Manhattan Institute for Policy Research, *Personalized medicine as a driver for healthcare reform: impact on FDA and CMS.*

To introduce the workshop, Dr. Ruaño will provide an overview of the practice of personalized medicine and announce a major deployment of diagnostic products for individualized healthcare.

### **ABOUT GENOMAS**

*Genomas Inc. is a biomedical company advancing personalized health with revolutionary diagnostic PhysioType™ systems to treat obesity- and drug-induced metabolic syndromes in cardiovascular and psychiatric medicine. PhysioType systems provide physicians with the unprecedented capability to prescribe personalized drug treatments avoiding side effects and to recommend highly effective preventive exercise and diet programs for each patient. Genomas is located in Hartford, CT on the campus of Hartford Hospital with which it has established a research and development partnership in personalized medicine. For more information please access [www.genomas.net](http://www.genomas.net).*

### **ABOUT MEDi 2005 AND BEACON**

*MEDi 2005, New England's largest medical device conference, is to be held October 25-26, 2005 at the Connecticut Convention Center in Hartford. MEDi 2005 is the Northeast conference and exposition for the leading and emerging suppliers, designers, manufacturers, and developers of devices and technology for the medical, pharmaceutical, and biotechnology industries. For more information please access [www.medi2005.com](http://www.medi2005.com).*

*BEACON, the Biomedical Engineering Alliance and Consortium, based in Hartford, CT, is a professional association whose major goals are to facilitate collaborative research and industrial partnering as well as the nurturing of emerging medical technology companies. BEACON facilitates collaborative exchange and research among its industrial, clinical and academic partners. The organization is committed to fostering innovation in biomedical science and engineering for healthcare applications. For more information please access [www.beaconalliance.org](http://www.beaconalliance.org).*

###