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Aderans and HairDX Introduce Genetic Hair Loss Test To Japan

HairDX Enters Into Exclusive Distribution Agreement With Aderans

IRVINE, CA, FEBRUARY 26, 2009 – Pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX, LLC (www.hairdx.com), pioneers genetic tests for predicting the risk of male and female hair loss, today announced an exclusive agreement with Aderans Company Limited of Tokyo to introduce the breakthrough tests in Japan starting on March 1, 2009. The HairDX test collection kit is listed with Japan's Pharmaceuticals and Medical Devices Agency (PMDA) as a Class I medical device.

The agreement makes Aderans the sole Japanese distributor of HairDX's revolutionary genetic tests, and further expands Aderans' leadership in the hair care and medical fields. Aderans and its group of companies span over 17 countries worldwide, and in 2001 Aderans purchased Bosley, Inc., one of the world's largest brands in hair transplant, to further solidify its global position as a leading company in the hair care industry.

"PharmaGenoma is a leader in molecular dermatology and is excited to bring the latest in genetic science to Japan. We believe our partnership with Aderans will benefit millions of Japanese men and women concerned about hair loss," says Andy Goren, President & CEO of PharmaGenoma, Inc.

HairDX's simple genetic test provides an accurate and understandable genetic analysis of a man's or woman's likelihood of developing Androgenetic Alopecia, the most common type of hair loss.

"Aderans partnership with HairDX will allow people in Japan to learn their risk for hair loss early, so they can choose the best treatment to preserve their hair," says Katsuji Tokumaru, President of Aderans Co. Ltd.

About HairDX, LLC

HairDX, LLC (www.hairdx.com) is a subsidiary of PharmaGenoma, Inc. Based in Irvine, CA, USA. HairDX is a molecular dermatology research and development company. HairDX markets the first genetic test for male and female hair loss. The company is dedicated to the research and development of new prescription based therapies tailored to an individual's genetic make up. HairDX uses only CLIA certified laboratories (Clinical Laboratory Improvement Amendments) to perform the genetic analysis. The HairDX test collection kit is listed with Japan's Pharmaceuticals and Medical Devices Agency (PMDA) and the United States Food and Drug Administration (FDA) as a Class I medical device.

Among HairDX leaders is William V. Murray former Division President of the Molecular Biology Division of Applied BioSystems, Inc., who formerly served in various executive leadership positions within Medtronic, Inc., Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Professor Doron Lancet, PhD, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science, Dr. Elon Pras, Director of the Institute of Human Genetics, Sheba Medical Center in Tel-Hashomer, Israel, Sharon Keene, MD and President and Medical Director of Physician's Hair Institute, in Tucson, Arizona and nationally recognized for her pioneering work in the hair transplant field, and Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc.

About Aderans Co. Ltd.

Headquartered in Tokyo, Japan, The Aderans Group offers a comprehensive lineup of products and services to successfully address whatever concerns people may have about their hair. The Group operates a variety of hair-related businesses targeting men and women in Japan and overseas. In addition to manufacturing and selling custom-made and ready-made wigs and hairpieces, the Group assists with healthy hair growth, hair-transplant and other hair-related services. It also undertakes research and development into hair-regeneration technology. The Group's global presence includes bases in 15 nations, mainly spanning North America, Europe and Asia. To drive further growth, the Group is marshalling all its resources to establish itself as a total hair solution company

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