

FOR IMMEDIATE RELEASE

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Biodue and HairDX Introduce Genetic Hair Loss Test To Italy In Exclusive Distribution Agreement

IRVINE, CA, APRIL 14, 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 Biodue Srl, Florence, Italy. Biodue will initially offer the test to customers through Italian dermatologists. More information is available at www.hairdx.it.

The agreement makes Biodue the sole distributor of HairDX's revolutionary genetic tests in Italy, and further expands the company's leadership in the dermatology of hair.

"PharmaGenoma is a leader in molecular dermatology and is excited to bring the latest in genetic science to Italy. The partnership with Biodue will benefit Italian men and women concerned about hair loss," says Andy Goren, President & CEO of PharmaGenoma, Inc.

HairDX's easy to use 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.

"We are very excited to introduce the HairDX's genetic test in Italy as the European launch customer. We believe this test will be of great help to Italian Dermatologists while treating and diagnosing hair loss," says Ruffo Benedetti, General Manager of Biodue.

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 Biodue Srl

Biodue was founded in 1986 by Sion Fulvio Benedetti, the actual honorary president, to promote high quality products for dermatologists through its brand "Pharcos" (www.pharcos.com). During the years, his sons developed constantly the productive and the commercial side of the company. Today Biodue formulates, manufactures, and packages also on behalf of third parties, nutritional and cosmetic products and medical devices and its production facilities cover a surface of over 4000 m² equipped with the most sophisticated technologies and the company has become a preferential partner for many important Europeans brands (www.biodue.com). Actually, Pharcos is the leading reseller of dermatological products and the exclusive distributor of the HairDX's genetic test in Italy (www.hairdx.it).

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