

FOR IMMEDIATE RELEASE

Contact:

Jon Boroshok, Public Relations
978-502-1055
jonb@hairdx.com

HairDX Announces Clinical Trial Of Genetically Tailored Therapy for Female Baldness

IRVINE, CA, OCTOBER 7, 2008 – Pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX, LLC (www.hairdx.com), today announced that it has received institutional review board (IRB) approval to begin a clinical trial of a genetically tailored therapy for female baldness (Androgenetic Alopecia).

“Our goal is to revolutionize the field of dermatology by innovating genetically tailored treatments to common skin disorders,” said Andy Goren, Chairman and Chief Strategist of PharmaGenoma, Inc and HairDX, LLC.

HairDX will soon begin recruiting post menopausal women as patients for the study. Women who qualify for the study will undergo genetic screening. If they exhibit a particular genetic variation in their Androgen Receptor gene, they will receive a drug that may potentially re-grow their hair. The trial is expected to start in the early Fall.

“To date, no systemic drug treatment is available for Female Androgenetic Alopecia. The HairDX drug trial may usher a new era in the treatment of Female Androgenetic Alopecia,” said Antonella Tosti, MD, Professor of Dermatology at the University of Bologna in Italy.

“Dermatologists often prescribe women drugs for the treatment of hair loss; however, only a fraction of women respond to the therapy. If the HairDX clinical trial proves successful, dermatologists will be able to individually tailor treatment for hair loss based on a woman’s genetic makeup,” said Professor Doron Lancet, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science.

Earlier this year, HairDX became the first company to market genetic tests that predict an individual's risk for the male or female versions of Androgenetic Alopecia. The test is available through physicians.

HairDX uses a CLIA certified laboratory (Clinical Laboratory Improvement Amendments) to perform the genetic analysis, offering physicians a powerful screening test for Androgenetic Alopecia before any visible signs of hair loss. The HairDX test results can assist a physician in choosing a course of action as to maintain a patient's hair.

About HairDX, LLC

HairDX, LLC is a subsidiary of PharmaGenoma, Inc. Based in Irvine, CA, HairDX (www.hairdx.com) HairDX is an FDA registered pharmacogenomics 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.

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., David Teckman, former CEO of Sutura, Inc, a medical device company, 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.

#