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HairDX Introduces Genetic Test For Finasteride Response

Breakthrough Test Helps Doctors Determine Best Treatment To Save Patients' Hair

SAN FRANCISCO, CA, MARCH 9, 2009 – Molecular dermatology research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX, LLC (www.hairdx.com), pioneers of genetic tests for predicting the risk of male and female hair loss, today introduced The HairDX (RxR) Genetic Test for Finasteride - a breakthrough genetic test for predicting Finasteride response for the treatment of common hair loss (Androgenetic Alopecia).

The announcement was made at the annual meeting of The American Academy of Dermatology. The HairDX (RxR) Genetic Test for Finasteride is available now and carries a suggested retail price of \$199.

Finasteride is the active ingredient in medications used by doctors to help prevent patient hair loss due to Androgenetic Alopecia (AGA). The threat of a sexual side effect often deters patients from using Finasteride because they are uncertain that there will be enough of a benefit to warrant the risk. Others are discouraged by the slow progress of hair growth combined with the cost of Finasteride, and quit the therapy before they see results.

The HairDX (RxR) Genetic Test for Finasteride Response will help doctors predetermine if patients will have a subtle, moderate, or great treatment response to Finasteride, allowing the physician to provide patients with the best treatment regimen to save their hair.

Currently one of the most widely prescribed medications, Finasteride, works by blocking the production of the androgen called DHT (dihydrotestosterone), the hormone responsible for hair loss in Androgenetic Alopecia. For many years Finasteride therapy, which blocks the enzyme 5-alpha reductase from converting testosterone into dihydrotestosterone (DHT), has become a mainstay to treat AGA. This treatment is an effective means to stabilize hair loss, and in some cases to strengthen and re-grow lost hair.

The Androgen Receptor gene has been identified as a major determinant of Androgenetic Alopecia (AGA), commonly called male pattern baldness. Certain variants of the nucleoside sequence on the Androgen Receptor gene, known as CAG repeats, appear to determine androgen sensitivity in men. The HairDX (RxR) Genetic Test for Finasteride Response provides doctors with a patient score, called the CAG repeat score.

“A smaller CAG test score is associated with an increased response to Finasteride for treatment of Androgenetic Alopecia,” says Dr. Sharon Keene, HairDX Chief Medical Officer. “Scientists discovered that among men that had the best response to Finasteride approximately 70% had a CAG score below 22 while among men that had a subtle response to Finasteride approximately 70% had a CAG score above 22.”

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.

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