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Doctors To Offer New Genetic Test For Baldness From Biotech Startup

HairDX Enters Agreement With George Tiemann & Co. As Prominent Doctors Offices Begin Offering Test To Patients

IRVINE, CA, FEBRUARY 20, 2008 – Biotech startup HairDX (www.HairDX.com), providers of the first consumer genetic test for the likelihood of developing male baldness (Androgenetic Alopecia) today announced that George Tiemann & Co. (Hauppauge, NY), a supplier of surgical instruments since 1826, will distribute the test to doctors' offices nationwide.

This will enable doctors to provide the genetic testing directly to their patients. The results provided by the HairDX test can be of tremendous use to both the patient and their physician when considering an effective course of treatment.

HairDX tests for a genetic variant found in more than 95% of bald men. 60% of patients with this variant experienced male pattern baldness before the age of 40, thus it is a marker for a significant increased risk of pattern baldness. This is in contrast to the less common genetic variant of the same gene, present in about one in six people, which indicates a greater than 85% likelihood that a person will not experience early onset pattern baldness.

George Tiemann & Co is the oldest US surgical instrument distributor, established in 1826. In the past 10 years, it has acquired Bernsco Surgical Supply and A to Z Surgical, giving the company a complete line of products for the dermatology and hair transplant industries.

One of the first doctors to provide the test for patients is Dr. Craig L. Ziering, a leading hair transplant authority. With over 16 years of experience as a preeminent hair transplant surgeon, Ziering has provided help to countless men and women from all over the world who suffered from hair loss.

“Because hair loss is progressive condition, the sooner you begin treating it the better,” said Dr. Ziering. “This is an exciting development for our patients to help them better understand the cause of their hair loss quicker in a convenient, affordable manner. It's a painless medical service I can provide my patients that gives them trustworthy results and helps them make informed decisions.”

Dr. Ziering is board certified by the American Board of Hair Restoration Surgery as well as the American Osteopathic Board of Dermatology. He received his Doctorate of Osteopathic Medicine from Nova Southeastern Univ., Miami, FL and completed his residency at Ohio University's Grandview Medical Center, Dayton, OH. Ziering completed a Fellowship in Hair Restoration Surgery with Medical Hair Restoration in Orlando, FL, and serves on Advisory Boards for Merck, Pharmacia, Lexington International and Sunetics.

He is also the author of numerous published articles on hair loss and hair restoration surgical techniques. Ziering was chosen to perform the very first hair transplant on the popular ABC show, Extreme Makeover, and has been featured on NBC's Today Show, CBS KTLA, VHI, E! , The Hair Loss Forum Radio program and many other media outlets

About HairDX

HairDX was founded by leading researchers and specialists in genetic analysis and hair therapies. The company is dedicated to helping people make the right decisions about hair care, treatment and restoration by providing accurate and accessible personalized scientific information.

Among HairDX founders 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, Andy Goren former CEO of MobileWise, Inc. and GeePS, Inc., Eran Goren, CEO of enCircle Media, Inc., Professor Doron Lancet, PhD, Head of the Crown Human Genome Center at the Department of Molecular Genetics, Weizmann Institute of Science, Dr. Peter Novak, a Neurologist at the University of Massachusetts Medical Center, Elliott J. Stein, an intellectual property attorney and co-founder of GeePS, Inc., and Mace Wolf. HairDX, LLC is a subsidiary of myGenopedia, Inc. More information is available at www.hairdx.com.

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