

FOR IMMEDIATE RELEASE

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HairDX Launches European Subsidiary To Expand Global Availability Of Genetic Baldness Test For Men And Women

IRVINE, CA, AND HASSELT, BELGIUM, JUNE 9, 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 the launch of its European subsidiary, HairDX Europe.

HairDX Europe expands the company's leadership in hair dermatology, and global availability of the genetic tests for Androgenetic Alopecia. This follows the recent announcement of distribution agreements with Biodue in Italy, and Aderans in Japan. HairDX's revolutionary genetic tests in Italy, and further expands the company's leadership in the dermatology of hair.

Dirk Segers will serve as President of HairDX Europe. He has worked and managed European subsidiaries for U.S. based medical device start-up companies, and brings 18 years of experience in clinical, sales and marketing management. Segers also founded a consulting company called Euramedics bvba and has worked previously at ValleyLab, Colorado, a subsidiary of Pfizer Inc. He holds a Master of Science in Nuclear Physics, a Master in Quantitative Business and a Master of Business Administration.

"The launch of HairDX Europe solidifies PharmaGenoma's position as a global pioneer in genetic testing and molecular dermatology," says Segers. "Having a Belgian office will enable HairDX to expand its reach throughout the continent."

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 throughout Europe,” Andy Goren, President & CEO of PharmaGenoma, Inc. “As the first genetic test for baldness, it will be of great help to Dermatologists offer earlier hair loss treatment to their patients.”

About HairDX, LLC

HairDX, LLC (www.hairdx.com and Twitter: HairDX) 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 HairDX Europe

HairDX Europe is part of PharmaGenoma B.V.B.A. The company is located in Hasselt, Belgium, near Brussels, and the German and Dutch borders. PharmaGenoma B.V.B.A. is setup to support logistics and sales/marketing activities to existing distribution networks for in Europe, Middle-East and Africa, and to expand current distribution network to more countries.

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