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HairDX Starts Global Intellectual Property Legal Enforcement Effort For Genetic Baldness Test

First Infringement Lawsuits Filed

IRVINE, CA, DECEMBER 8, 2009 - Pharmacogenomics research and development innovator PharmaGenoma, Inc. and its subsidiary HairDX, LLC (www.hairdx.com) today announced that it has begun worldwide legal enforcement and protection of its intellectual property.

HairDX today filed a lawsuit against Speedwinds Nutrition, Inc. and CJ Thompson of Vancouver, WA for knowingly and willingly violating HairDX intellectual property. The suit was filed in the United States Federal District Court in Orange County, California.

HairDX is a molecular dermatology company founded in 2007 and pioneer of several [genetic tests for male and female baldness](#), as well as Finasteride response. The tests are offered by leading dermatologists worldwide.

“As an industry leader and innovator, HairDX will vigorously protect its intellectual property,” says HairDX CEO Andy Goren.

Jeffrey G. Jacobs, HairDX’s corporate counsel intends “to zealously prosecute HairDX’s intellectual property rights both domestically and internationally.” He further stated that “HairDX is considering filing a secondary claim with the Federal Trade Commission in addition to the lawsuit filed in the United States Federal District Court to proactively protect and enforce its intellectual property ownership rights.”

About HairDX, LLC.

HairDX (www.hairdx.com and [Twitter: @HairDX](https://twitter.com/HairDX)) is a subsidiary of PharmaGenoma, Inc., a molecular dermatology company founded in 2007 by leading researchers and specialists in genetics and dermatology. It is dedicated to the research and development of new prescription based therapies for skin conditions tailored to an individual's genetic makeup.

The company introduced HairDX, a genetic screening test for Female and Male Pattern Baldness (Androgenetic Alopecia). 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.

[The HairDX Genetic Test for Hair Loss](#) is also available as a CE Marked product under the European In Vitro Diagnostic Directive.

In September 2009, PharmaGenoma, Inc. announced the U.S. launch of [The PsoriasisDX Genetic Test](#), the first commercial genetic test for Psoriatic Arthritis.

Information on the company and its scientific/clinical advisory boards can be found at <http://www.psoriasisdx.com/About.aspx> (PsoriasisDX) and <http://www.hairdx.com/About.aspx> (HairDX)

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