

The logo for VENENUM Biodesign features the word "VENENUM" in a bold, sans-serif font above a stylized blue oval containing a chemical structure and the word "Biodesign" in a smaller font.

FOR IMMEDIATE RELEASE

Biotech Company Releases New Web Presence

Hamilton, NJ. Dec. 21, 2010 – **VENENUM Biodesign** launched a new website with improved user interface and navigation to facilitate the location of key information. These changes will immediately make their services more accessible to the research community.

VENENUM Biodesign was established with the mission to improve patients' lives through the discovery of new therapeutic compounds. *VENENUM Biodesign* is committed to building a platform for accelerating drug discovery research from compound/target hit to lead to preclinical implementation. *VENENUM BioDesign*, a company within the Genesis Biotechnology Group, is located in "Einstein's Alley", the research and technology corridor in Hamilton, New Jersey. Their facility is easily accessible to other academic medical centers, biotech, and pharmaceutical companies in the New York, New Jersey, and Pennsylvania area.

VENENUM Biodesign is a drug discovery company that utilizes ultra-high throughput screening (UHTS) of its Biodesign Collection to identify Hits against its novel biology targets, or its partners' targets. The Biodesign Collection includes 5.5 million proprietary compounds (the "ECLiPS" collection), six newly designed Venenum Targeted Libraries (VTLs), and approximately 80,000 compounds from commercial sources. This small molecule collection is one of the largest in the world and, combined with state-of-the-art UHTS capabilities, is a powerful tool to generate quality starting points for drug discovery. Additional capabilities include siRNA technology, protein engineering and production, cellular reagent generation, structural biology, and *in vitro* assay and *in vivo* model development. *VENENUM BioDesign* has a well published and experienced Target Biology department to identify and validate novel targets and a growing Medicinal Chemistry team to implement and execute Hit- to-Lead and Lead Optimization programs.

According to Dr. Maria Webb, Chief Scientific Officer (CSO), "our intention is to use our drug discovery capabilities to develop our own novel targets into therapeutic products as well as to provide access of our core capabilities to other companies and research institutions".

To find out more, please visit www.venenumbiodesign.com.

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