



# Vivo Biosciences Inc.

*Accelerating Preclinical Research, Drug Discovery & Therapeutics*

## NEWS RELEASE

### **Vivo Biosciences Presents at the 8<sup>th</sup> Annual World Pharma Congress**

Birmingham, AL – June 15, 2009 – Vivo Bioscience attended the recent Cambridge Healthtech Institute’s Eight Annual World Pharma Congress in Philadelphia, PA (June 9 – 11, 2009). Dr. Raj Singh, President and Chief Executive Officer of Vivo Biosciences, delivered an oral presentation to the attendees highlighting the power of the 3D HuBiogel preclinical in vitro assay platform. Sessions at the congress focused on drug discovery innovations, effective alliance and project management strategies, and drug safety assessment. The conference was attended by multiple international pharmaceutical and biotechnology companies as well as small cap and venture backed entities with promising and enabling technologies. Dr. Singh commented, “It is excellent to have such forums where industry leaders in drug discovery and safety assessment can present and discuss the next generation of enabling technology platforms that will make the industry more efficient. Several drug discovery and development programs would not make in the Major Leagues today due to their poor batting average. Drug discovery and development attrition rates are being hit hard by failures due to lack of efficacy and unforeseen toxicity. Our HuBiogel assay platform can assist these programs by providing in vitro data in a physiological relevant system. It also will help reduce and refine the use of exploratory animal studies which will save companies money and valuable time.”

#### About Vivo Biosciences, Inc.

Vivo Biosciences, Inc. is an emerging, venture-backed biotechnology company, incorporated in 2004 for the purpose of introducing a novel, human biomatrix, HuBiogel™, to the biological research markets. VBI strives to maximize the functional relevance & predictability of your cell-based assays. We are confident that our unique HuBiogel™ assays will improve drug efficacy/ toxicity endpoints and critical preclinical decisions.

#### About the HuBiogel™ Assay Platform

The 3D HuBiogel™ Assay Platform is a novel in vitro assay platform that recapitulates human cells in a fully human extracellular matrix. These three dimensional systems provide the drug development industry with a cost efficient assay to identify drug efficacy and toxicity. Current systems use animal based or synthetic extracellular matrices which may impact their in vivo predictability.

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Source: Vivo Biosciences, Inc.

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