



DNA Genotek Overview

Superior Samples • Proven Performance

History

DNA Genotek was incorporated in 1998. During the first several years, the company concentrated its efforts on research and development. Since the launch of their flagship Oragene®•DNA product in 2004, the company has successfully established itself as a leading provider of sample collection devices within the molecular epidemiology market. In the past year, the company has extended their customer base to new markets and has expanded their product line to include products for RNA collection and for DNA collection from animals.

Company and Products

All genetic research and testing starts with the collection of DNA samples. DNA Genotek develops products to make sample collection easy and reliable while stabilizing high-quality and quantity nucleic acids. Our goal is to provide high-quality, reliable samples thus enabling researchers, medical professionals and diagnostic service providers to translate their analysis and testing into significant worldwide advancements in health and science.

DNA Genotek's success is based on a strong relationship with valued customers, an innovative environment and a passion for quality. Today, DNA Genotek products are marketed worldwide and support thousands of customers as they achieve breakthroughs in genomic research, in diagnostics laboratories, in the pharmaceutical industry and in personal genomics.

Our products include:

- Oragene•DNA (DISC, TUBE and VIAL format available)
- Oragene•RNA
- Oragene•ANIMAL

Customers

The reliability and ease-of-use of DNA Genotek's products has resulted in rapid adoption at top-tier health research institutions, commercial entities, and a growing number of organizations focused on animal genetics and welfare. DNA Genotek markets its products worldwide and has established a global customer base, with more than 2000 organizations worldwide currently testing and using its products.

Customers include:

- Karolinska Institute
- Cambridge
- UC Berkeley
- McGill
- Stanford
- Children's Hospital Boston
- Harvard
- Yale
- Columbia
- Johns Hopkins
- Quest Diagnostics

Awards

- One of the World Economic Forum's 2006 Technology Pioneers
- Red Herring's Top 100 Private Companies in North America in 2005
- Red Herring's Top 100 Innovators in North America in 2004
- Ottawa Life Sciences Council award for "Company of the Year" 2005
- Ottawa Chamber of Commerce award for "Small Business of the Year" 2006

Location

DNA Genotek is located in Kanata, Ontario, Canada.

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*Oragene is a registered trademark of DNA Genotek, Inc.



DNA Genotek Fact Sheet

- Over 2000 organizations worldwide use DNA Genotek products
- 18 of the top 20 universities in the world are using DNA Genotek products.
- 10 of the top 10 research universities worldwide use DNA Genotek products
- 18 of the top 19 hospitals in the United States use DNA Genotek products
- The largest personal genomics companies in the world use DNA Genotek products
- DNA Genotek's products are referenced in hundreds of scientific publications and posters
- DNA Genotek conducts more than 80 educational seminars a year at top-tier academic research institutions around the world
- The DNA Genotek "Helping Hands" Program is the first of its kind to utilize fundraising events to accelerate DNA or RNA sample collection for disease prevention and treatment
- DNA Genotek's products are used in more than 58 countries worldwide
- More than 1,500 samples were collected in a single day for breast-cancer research



DNA Genotek - FAQ

1. When was DNA Genotek founded?

DNA Genotek was incorporated in 1998.

2. Who is the founder of DNA Genotek?

Dr. H. Chaim Birnboim is the inventor of the Oragene product line and the founder of DNA Genotek.

3. What is the market potential for DNA Genotek's products?

The market potential for DNA Genotek is significant. The company is well established within the epidemiology and academic research market. Given Oragene's proven performance, ease-of-use and non-invasive approach, there are numerous other market opportunities in clinical genetic testing, pharmacogenomics and personal genomics service providers. There is also strong potential for growth in the animal genetics market for domesticated animals, research animals and livestock.

4. Is DNA Genotek a public or private company?

DNA Genotek is a private company.

5. What is the main application/use for DNA Genotek products?

The primary use is for DNA or RNA collection and stabilization of samples.

6. Are there any other products that have the same capabilities as Oragene?

No, there are no other products commercially available that offer the same capabilities as Oragene. Other sample collection methods include blood and buccal swabs. Blood sample collection is invasive, requires stringent ethics approval and blood is difficult to ship, store and process. Buccal swabs provide a low quality and low quantity of DNA, typically resulting in failed samples and a requirement to recollect, incurring additional cost, effort and time. DNA collected from saliva using Oragene eliminates these challenges and provides a painless, non-invasive method for collecting high-quality, high-quantity DNA.

7. Why should researchers switch from using traditional methods of DNA collection to Oragene?

Oragene is non-invasive, increases the number of samples that can be collected for their study, facilitates collection from a large population and can be stored at room temperature for 5 years.

8. Is Oragene DNA Genotek's only product?

No. DNA Genotek has multiple products available in multiple formats. There are multiple formats of the Oragene kit for DNA collection that are based on unique collection and processing requirements of our customers; an Oragene kit for RNA collection; and an Oragene kit designed for DNA collection from children. There is also a product called Oragene•ANIMAL which is a kit for DNA collection from animals. The company also offers accessory products to facilitate complete shipping of DNA or RNA samples.

9. How does DNA Genotek ensure the quality of their products?

Customer satisfaction and product quality are very important to DNA Genotek. Our commitment to quality spans all aspects of our internal procedures from customer support to product development and manufacturing. In recognition of the importance of delivering consistent product quality, the company achieved ISO 13485:2003 certification in October 2006.

10. Does DNA Genotek work with partners?

Yes. While some of our customers have designated in-house processing capabilities, many require post-collection support in the form of sample management, nucleic acid isolation and/or downstream analysis (e.g. genotyping). A growing number of DNA Genotek Partners help tackle programs of any scale – from vast sample archives to small but critical projects, providing additional options for customers.

11. What else does DNA Genotek do to promote research, prevention and treatment of disease?

In 2009, DNA Genotek launched the DNA Genotek "Helping Hands" Program. The program aims to assist organizations in the collection of DNA or RNA samples with a goal to ultimately advance initiatives focused on research into disease, disease prevention and treatment. Under the program, DNA Genotek will join forces with organizations to work together to accelerate DNA or RNA sample collection. We do this by providing help with promotion, marketing and on-site sample collection at events that provide access to significant numbers of candidates who satisfy donor profile requirements. An example of this collaboration is our participation in the promotion of and collection of large numbers of samples at disease specific fundraising events where large numbers of samples can be collected in a single day. For more information visit our website at www.dnagenotek.com



Customer Testimonials

“We strive to use the best at GeneCare. Your chemistry is brilliant! We got 260/280 ratios of 1.84 - 1.89. This will change the way we do our collection.”

Nico de Villiers (PhD), R&D Manager, GeneCare Molecular Genetics, South Africa

“Oragene•DNA is a unique enabling technology which gives investigators the opportunity to collect samples that would otherwise be unavailable.”

Paul Wood, Associate Director, Genomics and Proteomics Core Laboratories, University of Pittsburgh

“It works excellent. I received 150 micrograms DNA from 2ml saliva. Isolated genomic DNA is pure enough for PCR. “

Dobromir Slavov, University of Colorado Health Sciences Center

“Your kit is magic! Thank you for developing this technology. Now we will have a much easier time sampling our psychiatric patients. “

Nurten Akarsu, Hacettepe University, Turkey

“The yield was high and in good quality and the procedure itself very friendly and “fun”.

Rivka Carmi Dean, Health Sciences, Genetic Institute Siroka Medical Center, Ben Gurion University of the Negev

“The main problem for our laboratory has always been DNA collection for out of hospital patients. We were looking for a simple way to collect samples from family members living far away from our center. We have always received blood samples with a lot of problems with the package, the authorizations and the problems were increased when the samples were send from out of Italy patients. With the Oragene•DNA DNA collection kit we found the best solution to our problems. Furthermore, the protocol is very simple to follow and the time for extraction and amplification is greatly reduced with a very good result on DNA amount and quality. “

Dr. Raffaella Bloise, MD, Genetic Counsellor, Molecular Cardiology Laboratory, Pavia, Italy

“The collection protocol is very convenient, the extraction is very quick and simple, and the yield is great. Our downstream applications include PCR, restriction enzyme digestion and sequencing.

We have collected numerous family members who were not willing to go for a blood draw, as well as children, elderly patients and overseas relatives. The ease of shipping and self-collection are remarkable. Our lab is very impressed with this timely product. “

Ruth McPherson, MD, PhD, Nihan Kavaslar, PhD, Lipoproteins and Atherosclerosis Research Group, University of Ottawa Heart Institute

“I am very impressed with the performance of the Oragene•DNA DNA collection technology. We obtained near perfect DNA human identification profile results under very demanding field conditions and as a bonus, reduced our usual extraction time by a factor of 8 and increased total DNA yields by a factor of 30. I wouldn't hesitate to recommend it enthusiastically. “

Dr. R Ballard, California State University

“The results are amazing. The yield is so surprisingly high, we got 100, 300 and 400 micrograms DNA from these samples. This is a truly great product. I have tried many different chemistries to obtain DNA... and I have not seen a better compromise for yield, purity, time to extract and ease of collection than Oragene•DNA. “

Mehdi Keddache, Cincinnati Children's Hospital, DNA Sequencing Services Coordinator

“I found the Oragene•DNA DNA collection kit very simple to use. The protocol was easy to follow and time-saving permitting me to perform the extraction amplification and analysis steps in a single day.”

Melissa Bowman, Technologist, Plexagen Diagnostics Ltd