

**The BioAnalytics Group LLC NEWS: April 2, 2008
For Immediate Release**

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**Ventana Medical Systems Licenses BioPathwise DM®
for Multispectral Image Data Management**

Jamesburg, NJ – April 2, 2008 - The BioAnalytics Group announces the licensing of BioPathwise DM® to Tucson-based Ventana Medical Systems, Inc. for use in their image processing research program. The BioPathwise DM software system makes it easier to capture, secure, share and publish data from any laboratory instrument in any format - images, spreadsheets, documents, etc.

"BioPathwise allows us to organize our multi-spectral image data in a way that is conducive to the way we work." says Michael Otter, Sr. Director, Systems Engineering at Ventana. "The software allows us to store the data in one consistent set together with its associated metadata - which is searchable by various attributes, e.g. what and when it was done, type of reagents, etc. The installation on the enterprise-level server was quick and the user interface offers versatile entry masks which were already preconfigured and can easily be expanded without IT involvement or special programming needs."

Developed by The BioAnalytics Group through an NIH-funded collaboration to stimulate the use of modeling and simulation in biomedical research, the BioPathwise DM system addresses common laboratory bottlenecks that impede the efficient use of researcher-generated data.

"In our work with researchers at universities as well as pharmaceutical, biotech, device, and instrumentation companies," says BioAnalytics Group CEO Scott Lett, Ph.D, "we have developed a number of initiatives to stimulate laboratory productivity by helping researchers work with complex data in an adaptable system that captures both the raw data and the contextual information that makes it meaningful."


"We have collaborated with Ventana Medical Systems on a number of successful projects such as spectral image analysis, and on the analysis and quantification of many types of data, including that linked to potential diagnostic panels for cancer," says Dr. Lett. "While we were developing the BioPathwise DM system, we kept in mind strategies that would help small research groups within large organizations that need to capture, secure, share, analyze, and publish their findings."

The BioPathwise DM system allows labs to make experimental results available to anyone it chooses in a secure environment, accessible on the web from any location. Groups of researchers can easily document, store, and share data along with any reports, records, copies of peer-reviewed articles, or other relevant information that helps interpret the raw experimental data. It is part of The BioAnalytics Group's software suite designed to stimulate the use of modeling and simulation in the biomedical discovery and development process.

About The BioAnalytics Group

The BioAnalytics Group LLC offers software products and services in the areas of assay data analysis, data management, biological modeling, technology evaluation, intellectual property evaluation and custom software development. Our customers include wet-lab and computational biology researchers in pharmaceutical, laboratory device, medical device companies, and academic research groups. Certain technologies in BioPathwise DM® were developed under NIH/NIAID contract HHSN266200500021C. www.bioanalyticsgroup.com

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