



TRACKING OUR GENETIC FUTURE



In a cutting edge laboratory in St. John's, work is being done that will help revolutionize medicine.

Newfound Genomics is a leading biotechnology company that analyses how genes affect human health and disease resulting in new diagnostics, advanced therapeutics and improved pharmaceuticals.

"We are contributing to the future of medicine," says Siobhan Coady, CEO, when describing the company's research. "Medicine is going to be pro-active rather than reactive. Diagnoses will become biology-based, not symptom-based."

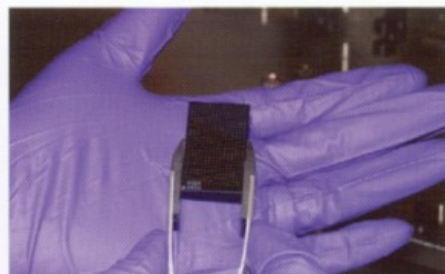
Genomics is the study of all the genes, or nucleotide sequences, in the chromosomes of an organism. It is our genes that determine who we are, physically. They make us blue-eyed or

flat-footed and they give us propensities for health or disease. And Newfoundland and Labrador is an ideal place for Newfound Genomic's research.

Newfoundland has long been recognized throughout Canada and other parts of the world for its cultural uniqueness. Newfoundland's population was cultivated primarily from English, Irish, and French ancestry. Over the centuries, there has been little mixing with other ethnic cultures, causing a "founder population" effect in Newfoundland. This founder population gives Newfound Genomics an edge in its research that may contribute not only to an earlier diagnosis of disease and better accuracy in the prediction of prognosis, but to the development of more effective drugs, targeted to specific sites to decrease their side effects.

Newfound Genomics' laboratory is equipped with a complete genotyping platform - the only one east of Montreal - and has molecular capability. Working with collaborators across the country and around the world, the company has also assembled an equally top-notch team. Last year the Chief Scientific Officer, Dr. Proton Rahman, was chosen as one of Canada's Top 40 under 40.

The biotechnology industry is one of the world's most rapidly growing sectors, and



Stored DNA samples

about three quarters of world biotechnology demand will continue to be in the health sector, focusing on gene-based research to develop new products.

The current stage of the biotechnology and genomics industry has been compared to that of the computer industry of the late 1960s. And genomics is considered the next Internet.

"Just as the Internet entered and enlarged our lives, transforming the way we work, shop and communicate," says Coady, "so too will genomics transform our understanding of health and how to improve it, disease and how to prevent it, life and how to enhance it."

As James Watson, co-discoverer of the double helix, once said, "We used to think our future was in the stars. Now we know it is in our genes."

www.newfound-genomics.com