



PRESS RELEASE

FIRST-HALF 2010 REVENUE

A steady growth in consolidated revenue: +17%

A strong progression in product revenue: +36%

**Breast cancer: first reference center
using the genomic grade in clinical practice**

Marseille, 6 September 2010 - IPSOGEN (Alternext - FR0010626028 - ALIPS), a cancer profiler company that develops, manufactures and markets molecular diagnostic tests for leukemia and breast cancer, today announced revenue of €3.8 million for the first half of 2010, an increase of 17% over the same period in 2009.

<i>In €000s*</i>	30 June 2010	30 June 2009	% change	% change At constant exchange rates
Total consolidated revenue	3,837	3,271	17%	16%

*IFRS

Product revenue showed the strongest growth, with a 36% increase over the first half of 2009, driven by a continuous investment in sales and marketing.

License revenue fell by 11% due to the significant non-recurring payments received upon the signature of new agreements in the first half of 2009. However, Ipsogen has strengthened its coverage of the North American licensing market through agreements with new partners.

All Ipsogen tests contributed to the revenue growth, and particularly JAK2 that shows a 34% growth over the same period in 2009. This biomarker represents 57% of sales in the first six months of the year compared with 55% in 2009 (including license revenue).

Ipsogen has accelerated its international expansion outside Europe and the United States, recording a 45% growth in product revenue in Asia, the Middle-East and South America.

Developments in breast cancer

Ipsogen has signed an agreement with the Institut Jules Bordet in Brussels to use the genomic grade test for the Institute's patients in the pathology department managed by Dr. Denis Larsimont. This agreement marks the first use of the genomic grade test in clinical practice in a reference centre, as well as the Company's first revenue in this field in the second half of 2010.

Operations in the United States

Corinne Danan, previously head of global commercial operations outside the United States, has also taken on responsibility for North America following her major strategic successes in Europe and the rest of the world during the first half of the year. North America accounted for 46% of Ipsogen's revenue in the first half of 2010, a relatively stable percentage compared with 47% in 2009. Susan Hertzberg, who previously headed the US subsidiary, has left the Company to pursue other professional opportunities.

Vincent Fert, Chief Executive Officer, commented: *"The first half of the year was in line with our forecasts. Although less spectacular than last year, when we received some important non-recurring license payments, revenue growth remains buoyant in all products, especially our JAK2 test. Efforts to develop our operations in Asia, the Middle-East and South America have been rewarded with substantial growth in international revenue. Our development program in breast cancer is progressing according to our plans. We will begin to receive our first revenue in this new indication, with the use of the genomic grade test in clinical practice, in the second half of 2010"*.

About IPSOGEN

IPSOGEN, Cancer Profiler, develops and markets molecular diagnostic tests that help map diseases in order to guide patients and oncologists' decisions along their therapeutic path.

With more than 80 tests already used routinely worldwide for the diagnosis, prognosis and follow-up of thousands of patients with leukemia, Ipsogen is now targeting breast cancer with the aim of providing as yet inaccessible diagnostic information.

Strengthened by its scientific, clinical and technological partnerships, and by its multidisciplinary team in France and the USA, IPSOGEN intends to become a world leader in the molecular profiling of cancers, and to pursue the development and promotion of diagnostic standards that have a significant impact on patients, medical professionals and society.

At June 30 2010, IPSOGEN employed 70 people. Its headquarters are located in Marseille, France. The company has also a subsidiary, Ipsogen Inc., in Stamford, CT, USA.

For further information, visit www.ipsogen.com

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