

## REVENUE FOR THE YEAR 2010: 8.37M€ (+24%)

**Acceleration of sales during the second half of 2010 and a steady growth in consolidated revenue over the year**

**Remarkable progression of “JAK2”**

**Strengthened internationalization of revenue**

**Marseille, 16<sup>th</sup> of February 2011** - IPSOGEN (Alternext - FR0010626028 - ALIPS), a cancer “profiler” that develops, manufactures and markets molecular diagnostic tests for leukemia and breast cancer, today announces consolidated revenue for the year ending the 31<sup>st</sup> of December 2010.

Total revenue for the year ended December 31, 2010 increased to 8,37M€, compared with 6,73M€ in 2009, an increase of 24%. At constant foreign exchange rate, revenue growth is 21%.

	31-dec.-10	31-dec.-09	Var. n/n-1	Var. n/n-1 Constant ForEx Rate
<b>Total consolidated* (in K€)</b>	8 370	6 732	24%	21%

\*IFRS standards, audited accounts

### Acceleration of sales during the second part of the year

Sales growth was +17% at the end of June 2010 and accelerated in the second part of the year. Product revenue recorded the strongest growth with a 31% rise over last year. This significant increase illustrates IPSOGEN efficient commercial organization worldwide.

Revenue from licenses has grown 18% over the full year period compared to a 11% decrease in the first semester. This increase in the second part of the year is explained by the signature of twelve new sublicense agreements for the test JAK2 V617F in the United States (versus four during the first semester). One of these 12 new sublicensees is the company Bio-Reference Laboratories (BRL) with which IPSOGEN has just settled an ongoing lawsuit. As announced on the 1<sup>st</sup> of February 2011, the litigation between BRL and IPSOGEN has come to an end with the signature of a settlement agreement through which BRL conceded the validity and enforceability of the “Jak2 V617F” patent and becomes IPSOGEN’s client.

IPSOGEN commercial dynamism remains intense in selling diagnostic kits as well as in negotiating new sublicense agreements. The test JAK2 V617F, the flagship product of the Company, represents 60% of sales (revenue from sublicense agreements included) at the end 2010 versus 55% at end of December 2009.

Blood cancer represents the essential of year 2010 revenue. Nevertheless, as previously announced, IPSOGEN has recorded its first revenue in Breast cancer during the second half of 2010. This new indication has a very limited impact on 2010 sales at this stage.

### An enhanced international positioning

In line with its development strategy, the Company has accelerated its international expansion outside the Euro and United States areas, recording a 43% growth in product revenue in Asia, the Middle-East, Oceania, Africa and South America. Even so, North America remains the first market for IPSOGEN representing 50% of revenue at the end of 2010.

Vincent Fert, CEO, concludes: *“We go on developing the value of our main asset, JAK2 biomarker, by investing in marketing and sales efficiency, intellectual property strengthening and Research and Development. The acceleration of our revenue in the second half of the year illustrates the relevance of these investments and supports our strategy. Furthermore, the launch of the new IS MMR BCR-ABL Mbc diagnostic kit meets clinical needs and gives the Company a competitive advantage regarding standardization and inter-laboratory harmonization. Finally, the key event for IPSOGEN in 2011 is the expected launch of the Genomic Grade test for Breast cancer in Q4 2011. The first studies presented at San Antonio Symposium in the United States last December let us anticipate a high potential for development for the Company in this major indication. After a 2010 year characterized by a strong growth in sales, along with a strengthened control of our operating costs, we are very confident in achieving our 2011 challenges”.*

**About IPSOGEN**

IPSOGEN, Cancer Profiler, develops and markets molecular diagnostic tests designed to map diseases in order to guide patients and oncologists decisions along their complex 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 also targeting breast cancer. Its initial goal will be to provide diagnostic information that remained unavailable until now.

Strengthened by its first-rate scientific, clinical and technological partnerships, in addition to its highly-skilled multidisciplinary team in France and the USA, IPSOGEN is striving to become the leader in the molecular profiling of cancers. It is pursuing its development and promotion of diagnostic standards that have a significant impact on patients, medical professionals and society.

IPSOGEN employed 72 people as of December 31, 2010. Its headquarters are located in Marseille, France. The company has also a subsidiary, IPSOGEN Inc., in Stamford, CT, USA.

For more information, visit: [www.ipsogen.com](http://www.ipsogen.com)

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**2010 annual results will be published on:  
21<sup>st</sup> March 2011 (after market)**