



Announced today at the American Association of Pharmaceutical Scientists/ International Transporter Consortium Transporter Workshop in Baltimore, Maryland

OPTIVIA BIOTECHNOLOGY FORMS TECHNOLOGY & MARKETING ALLIANCE WITH HUREL CORPORATION

Firms partner to improve understanding of in vitro/in vivo correlation for transporter-mediated hepatic clearance, drug-drug interactions, and drug-induced liver injury

MENLO PARK, CA and NEW BRUNSWICK, NJ– APRIL 20, 2015 - Optivia Biotechnology Inc. (“Optivia”), the leading provider of high quality transporter assay services for DDI, DMPK, Safety and Pharmacology, and Hurel Corporation (“Hurel”), a world-leading provider of in vitro liver models that bring improved translational relevance to pre-clinical drug development, today jointly announced that they have formalized a technology and marketing alliance. Under the companies’ agreement, Hurel’s new, patent-pending HμRELflux™ primary hepatocyte-based, direct-measurement, single-well biliary efflux assay will be offered as a service in conjunction with Optivia’s already extensive repertoire of single and multi-transporter assay services to create the most comprehensive and powerful array of in vitro tools available today for the study of transporter-mediated hepatic phenomena. Optivia’s and Hurel’s combined capability is expected to improve in vitro-to-in vivo correlation (IVIVC) across the entire spectrum of studies of hepatic clearance and drug-induced liver injury where transporters play a role, and to contribute to reduced attrition rates in late-stage pre-clinical and Phase I clinical drug development.

Both Optivia and Hurel will market the complete, expanded contract research services offering, capitalizing on the companies’ combined market reach. Optivia will include the physiologically relevant HμRELflux™ assay as part of its transporter services portfolio, within which HμRELflux™ will be available to be run either alone or in combination with Optivia’s mechanistic transporter assays. In addition to offering HμRELflux™ as a stand-alone assay, Hurel in turn will incorporate Optivia’s assays into its own contract research menu to create a world class, one-stop transporter solution for Hurel’s services customers. Whether a client approaches the alliance through Optivia or through Hurel, pricing will be consistent, and each company will physically perform the assay or assays that it originally developed.

Optivia CEO Yong Huang, Ph.D., said, “We are excited about combining Hurel’s hepatic culture technology with our transporter and multi-transporter models. Customers will now have a clearer picture of the mechanism of hepatic clearance and associated drug-drug interactions (DDIs) and what impact they may have in the clinic.”

Hurel CEO Robert Freedman commented, “Hurel’s alliance with Optivia enables both our companies to offer a fully comprehensive, state-of-the-art solution to scientists charged with understanding the impact of transporters on hepatic outcomes. In this collaborative endeavor Hurel could not ask for a more expert partner than Optivia.”

About Optivia Biotechnology Inc.

Since bringing the first full panel of FDA- and EMA- compliant transporter drug-drug interaction (DDI) assays to market, Optivia has been the leading provider of high-quality transporter assay services. Optivia is a thought leader in expanding the utility of transporter research in areas as diverse as pharmacokinetics, toxicology, therapeutic target discovery, and basic biology research. With the worlds largest portfolio of transporter assays, novel multi-transporter models, and customized molecular transport research solutions, Optivia is committed to understanding the complex drug transport processes for improving drug safety and efficacy.

For more information, visit www.optiviabio.com

About Hurel Corporation Hurel Corporation is a world-leading provider of advanced liver tissue constructs and microfluidic cell-based assay platforms. Hurel's products are distinctive for their high levels of metabolic competency and for the long time courses over which that competency stably endures. Hurel has recently developed and launched H μ RELflux™, a new, patent-pending method of directly measuring biliary clearance in an assay performed on a single primary hepatocyte cell culture maintained in a single culture well. H μ RELflux™ directly measures biliary excreta by LC/MS; the method can accommodate but does not require radio- or fluorescent labeling. H μ RELflux™ circumvents the inter-assay variability inherent in methods that depend upon the subtractive comparison of results obtained from two different cell cultures. A further consequence of the H μ RELflux™ method is that, compared to methods that work by subtractive comparison, H μ RELflux™ cuts the necessary number of cell culture wells in half, slashing assay costs. H μ RELflux™ is revolutionizing the biliary efflux assay.

For more information visit <http://hurelcorp.com>

About Transporter Proteins

Transporters are a class of 300 to 400 membrane proteins that act as nature's "gatekeepers," facilitating the movement of drugs, nutrients, and other bioactive molecules into and out of cells. Through modulating drug absorption, distribution, metabolism and excretion (ADME) in the body, transporters play a vital role in drug response and safety, as testified by global regulatory requests on testing transporter mediated DDIs for preventing dangerous adverse drug events. Moreover, transporter can be therapeutic targets for various diseases such as Central Nervous System (CNS) disorders, cancer, and diabetes.

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