



HμREL
CORPORATION

**Hurel Corporation Launches the HμRELflux™ Biliary Efflux Assay Kit
to predict hepatobiliary disposition of drugs and other chemicals**

*New single-well direct measurement assay improves upon older, indirect two-well approach.
Kit is delivered to laboratories worldwide by air, ready for immediate “plug-and-play” use.*

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For immediate release. North Brunswick, NJ, USA- (October 13, 2016) - HμREL® Corporation (“Hurel”), a world-leading provider of advanced in vitro liver technologies, today announced the launch of a new product that improves toxicologists’ and drug metabolism scientists’ ability to predict a drug’s or other chemical’s propensity for biliary efflux, i.e., for excretion from the liver into the bile. The announcement was made in connection with Hurel’s participation in the American Chemical Society’s Drug Metabolism Discussion Group meeting in Somerset, New Jersey today.

Tradenamed “HμRELflux™,” the new product is packaged as a kit that includes Hurel’s patented, primary hepatocyte-based microliver models combined with the various proprietary media needed to perform the assay. Taking advantage of Hurel’s patent-pending, specially engineered packaging system, HμRELflux™ kits are shipped to laboratories worldwide by air and arrive ready for immediate, “plug-and-play” use, with no cell plating and minimal tissue culture work required of the receiving scientist. Available with microliver models drawn from the human, dog, rat, or monkey species, each HμRELflux™ kit is sold under a single-use license to practice Hurel’s patent-pending biliary efflux assay method. A contract research services option is also offered.

Performed entirely within a single well of a standard microtiter plate, HμRELflux™ represents a significant technological advance over the pre-existing state of the art, which has required the comparison of results obtained from separate experiments carried out in two different microtiter wells. The HμRELflux™ single-well method eliminates the possibility of computing a negative biliary excretion index; utilizes mass spectrometric analysis that obviates fluorescent or radio-labeling; and, by cutting the number of microtiter wells in half, substantially reduces the over-all cost of performing biliary efflux assays by cutting total reagent costs roughly in half.

Hurel CEO Robert Freedman commented, “The HμRELflux™ biliary efflux assay kit exemplifies our relentless focus on delivering laboratory convenience and practicality just as much as on delivering products of great functionality. Our microlivers’ robustly developed canalicular morphology is what

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makes the HμRELflux™ biliary efflux assay possible, but an equally essential contribution comes from our ability to ship the HμRELflux™ kits “warm” anywhere in the world, so that they arrive immediately ready to deliver their full cellular competency to the researcher. We are looking forward to watching the HμRELflux™ kit help our customers streamline the workflows and reduce the costs of their transporter studies.”

About HμREL® Corporation:

Hurel Corporation is a leading global provider of advanced liver tissue constructs and microfluidic cell-based assay platforms. The company’s current products, which include cell-based “microLiver” co-cultures made of primary cryopreserved hepatocytes drawn from the human or alternatively from the major pre-clinical mammalian species, are utilized throughout the global pharmaceutical and biotech industry. Papers characterizing the Hurel microLivers have appeared in *Proceedings of the National Academy of Sciences*, *Toxicology and Applied Pharmacology*, *Drug Metabolism and Development*, and other peer-reviewed scientific publications.

For further information regarding Hurel and its products, please visit www.hurelcorp.com.