



Proventys Poised to Improve Delivery of Care Through Personalized, Predictive Technologies

Company's Unique Vision Validated by \$8 Million Investment Led by Burrill & Company to Fuel Company's Innovative Point-of-Care Solutions

DURHAM, NC AND NEWTON, MA, March 1, 2009 – Proventys, a healthcare technology company developing next-generation decision support solutions delivered at the point of care, continues to gain strong momentum in its efforts to introduce novel predictive tools that help clinicians achieve better outcomes for patients. Validating the company's unique vision and direction, San Francisco-based Burrill & Company has led an investment of \$8 million in A-1 financing to help drive the development and commercialization of Proventys' predictive technologies, designed specifically to help physicians optimize treatment decisions. With strong investor support and a compelling platform for innovation, Proventys is well-positioned to enable important advances in predictive medicine and help transform healthcare from a reactive system to one that is prospective and personalized.

"Proventys is fully committed to bringing predictive technologies to clinicians and their patients to support high-quality, personalized care," says Proventys President and CEO Tim Thompson. "We are confident that the recent investment led by Burrill & Company will allow Proventys to have a positive impact on the way healthcare is delivered to patients well into the future."

With more than two-thirds of each healthcare dollar spent on late-stage treatment, today's healthcare system reflects a reactive, costly, nonintegrated approach that does little to prevent disease and enhance wellness. Proventys believes personalized medicine presents a major opportunity for large-scale change to the delivery of care, where a patient's risk of disease is characterized sooner, and treatments are prescribed that address more individualized needs. By deploying point-of-care technologies that embrace personalized, predictive medicine, Proventys intends to provide new tools in areas where physicians face important, complex decisions for their patients.

"The impact that Proventys will have on the healthcare delivery system makes this a very compelling investment," said G. Steven Burrill, CEO of Burrill & Company. "We believe that the integration of personalized medicine and predictive technologies is critical to addressing the issues plaguing our healthcare system today and Proventys is well positioned to become a market leader in this emerging field."

The company will use the funds to accelerate product development and launch its Proventys PDx System™, a decision support platform that leverages validated predictive models to help physicians predict specific patient outcomes. The results from each "predictive test" are used by physicians in conjunction with published guidelines to help personalize treatment decisions and improve patient outcomes. The company's lead product, Proventys PDx Oncology™, is designed to help predict potential adverse events for patients undergoing chemotherapy. The product is pending 510(k) review and is not available for sale within the United States.

“We are extremely enthusiastic about Proventys’ unique focus on predictive technologies and the great potential of personalized medicine” says Ralph Snyderman, MD, the company’s Founder and Chairman. “The healthcare system is in desperate need of reform, and companies like Proventys are investing in solutions that enable individualized approaches to care that are critical to the future of medicine.”

About Proventys

Based in Durham, NC and Newton, MA, Proventys is a healthcare technology company developing next-generation decision support solutions that help clinicians predict patient outcomes and personalize care. At the core of its product portfolio, the company is developing software-based, predictive diagnostics (PDx) that quantify and assess a patient’s individualized risk of specific adverse events, potential disease progression, or likely response to a given therapy. The products will be delivered at the point of care through the Proventys PDx System™, which operates as a standalone web-based application, and as an integrated utility within electronic medical record and other systems. Proventys has relationships with leading researchers in oncology, cardiology and other areas, and a strategic partnership with McKesson Corporation. By helping clinicians predict patient outcomes and supporting important clinical decisions, Proventys is enabling a more prospective, personalized approach to healthcare. For more information, visit www.proventys.com.

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