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FOR IMMEDIATE RELEASE

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NEWFIELDS, N.H. -- Exalenz Bioscience, a medical device company specializing in the diagnosis and monitoring of gastroenterological and liver related diseases, today announced it has entered into a strategic relationship with Representations, LLC, a leading Manufacturers Representative organization, to promote the BreathID® Breath Test System and Exalenz' full line of H. pylori diagnostic solutions.

The BreathID® System is a breath test platform capable of analyzing parts-per-million changes in carbon 13 and carbon 12 ratios in a patient's breath. This system is distinguished by its ability to continuously measure breath, resulting in the fastest breath test available (10 minutes), its single-button operation for ease-of-use, and its documented superior sensitivity and specificity.

Representations has operated as a Medical Manufacturers Representative firm for 55 years. The company's sales representatives span the thirteen western-most states and will provide focused coverage for Exalenz under the management of Exalenz' Region Sales Managers.

"We are excited to be working with Representations," said Dennis Boyle, Vice President and National Manager for Exalenz. "Representations has been in business for over 55 years serving and servicing the Physician's Office market. They bring a strong history of selling capital equipment that provides unique solutions to the primary care marketplace. We look forward to a highly successful relationship with the team."

[Helicobacter pylori](#) is a bacterium that lives in the stomach and small intestine and can cause symptoms such as bloating, and heartburn, and more severe conditions, such as gastritis, ulcers and, in some cases, gastric cancer. Conclusively eradicating H. pylori through treatment depends on an accurate diagnosis of active H. pylori infection. According to the American College of Gastroenterology's (ACG) 2007 guidelines, the test most widely used by physicians (the Blood Antibody Test) is "no better than a coin toss in predicting active infection." Urea Breath Testing – and the BreathID® System – have been proven to accurately and reliably detect active infection and their use is supported by the ACG clinical guidelines.

Exalenz offers physicians two distinct [Urea Breath Testing](#) solutions. The first is the [Hp FasTest™](#), which is an in-office testing platform performed using a dedicated BreathID device that is located in the physician's office. With this option, H. pylori testing can be done on the spot with results received in around 10 minutes. The company also offers a send-in service (using the [Hp BagTest™](#)), where collected breath samples are sent to a dedicated breath testing center for analysis.

"We believe Exalenz' solutions for H. pylori detection have a place in every primary care physician practice," said Ross J. Rankin, President of Representations. "There is a significant need for accurate, point-of-care testing solutions for H. pylori. We are excited to bring the BreathID® System and service to physicians in our region.

About Exalenz

Exalenz Bioscience specializes in the diagnosis and monitoring of gastroenterological and liver related diseases, using its proprietary BreathID® Breath Test platform. For additional information, please visit the company's website: www.exalenz.com and the website dedicated to the H. pylori field: www.helicobacterpyloritest.com.

About Representations

Representations, LLC, has operated as a Medical Manufacturers Representative firm for 55 years since its founding by John Rankin. The company represents quality medical manufacturers in the medical surgical and home care fields. Headquartered in Santa Ynez, California, Representations' sales representatives cover the thirteen western United States. For more information, please visit the company's website: www.representations.com.

Statements in this release of product performance, future expectations, plans and prospects may include forward looking statements. The Company's actual results, performance and execution may differ materially from those discussed, based on a variety of factors, including, among others: uncertainties with respect to market acceptance of the Company's products, risks associated with competition and competitive pricing pressures and economic conditions generally.

Contact

For more information, please call Sean Hanlon at 1-888-EXALENZ or email pr@exalenz.com.