



Contact:

Matt Clawson or
Len Hall (Financial Media)
Allen & Caron Inc. 949-474-4300
matt@allencaron.com
len@allencaron.com

Liz Dowling (Medical & Consumer Media)
Dowling & Dennis Public Relations
415-388-2794
Liz@DowlingDennis.net

Agendia Appoints Peter W. Schineller as Chief Commercial Officer

Veteran Diagnostics and Biotech Executive to Lead Global Commercialization

IRVINE, CA, and AMSTERDAM, THE NETHERLANDS, June 3, 2013 – Agendia, a leader in molecular cancer diagnostics, today announced the addition of Peter W. Schineller as its Chief Commercial Officer. In this newly created position, Mr. Schineller will lead Agendia’s global commercialization activities as it delivers technologies to translate personalized diagnostics into actionable, patient-centered solutions for clinicians.

Mr. Schineller's 25-year professional career spans both the diagnostic and pharmaceutical industry. Most recently, Mr. Schineller served as Senior Vice President and Chief Commercial Officer at Alexza Pharmaceuticals. Prior to that, he was Senior Vice President and General Manager at Ventana Medical Systems, a Roche company; and Senior Vice President Sales, Marketing and Commercial Operations, at Genoptix Medical Laboratories, acquired by Novartis.

Mr. Schineller was also a co-founder at Verus pharmaceuticals and held positions of increasing responsibility in sales and marketing with Abbott Laboratories, Dura/Elan and Cypress Bioscience. Prior to entering the healthcare industry, Mr. Schineller served as a Commissioned Officer in the United States Marine Corps where he attained the rank of Captain.

“As we continue our growth momentum into 2013, we are committed to building out a world class organization capable of managing and growing a much larger company. To that end, we are thrilled to add Peter Schineller to our executive team,” said David Macdonald, Agendia’s Chief Executive Officer. “Mr. Schineller’s depth of experienced senior leadership of global commercial organizations will help us perpetuate our volume growth, which exceeded 140 percent in 2012.”

About Agendia:

Agendia is a leading molecular diagnostic company that develops and markets FFPE-based genomic diagnostic products, which help support physicians with their complex treatment decisions. Agendia’s breast cancer Symphony™ suite was developed using unbiased gene selection, analyzing the complete human genome, ensuring 100% definitive results for cancer patients. Symphony includes MammaPrint, the first and only FDA-cleared IVDMA breast cancer recurrence assay, as



well as BluePrint®, a molecular subtyping assay, TargetPrint®, an ER/PR/HER2 expression assay, and TheraPrint®, an alternative therapy selection assay. Together, these tests help physicians determine a patient's individual risk for metastasis, which patients will benefit from chemo, hormonal, or combination therapy, and which patients do not require these treatments and can instead be treated with other less arduous and less costly methods.

In addition to the Symphony suite of tests, Agendia has a rich pipeline of genomic products in development. The Company collaborates with pharmaceutical companies, leading cancer centers and academic groups to develop companion diagnostic tests in the area of oncology and is a critical partner in the ISPY-2 and MINDACT trials. For more information, please visit www.agendia.com.