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GENOMIC HEALTH CHIEF EXEC WILL KEYNOTE AT 2011 MICHBIO EXPO

Ann Arbor, MI -- [MichBio](#), the association for Michigan's bioscience industry, announced that Kim Popovits, president and CEO of [Genomic Health, Inc.](#) (NASDAQ: GHDX) will keynote the [2011 MichBio Expo & Conference](#). The MichBio Expo & Conference is Michigan's largest gathering of bioscience-related professionals. It is set for November 2-3 at DeVos Place in Grand Rapids, MI.

"We're excited to have someone as distinguished as Kim Popovits for our 2011 keynote speaker. She is an industry thought leader on personalized medicine, and Genomic Health is a game-changing innovator in the field, with special emphasis on oncology," said Stephen Rapundalo, Ph.D., MichBio president and CEO. "Personalized treatment of patients through predictive molecular diagnostics is here now, and Kim and Genomic Health are at the forefront of this healthcare revolution."

Genomic Health is a molecular diagnostics company focused on the global development and commercialization of genomic-based clinical laboratory services that analyze the underlying biology of cancer allowing physicians and patients to make individualized treatment decisions.

Popovits has served as president and CEO of Genomic Health since January 2009 and as president and COO since January 2002. From November 1987 to February 2002, she served in various roles at Genentech, Inc., a biotechnology company, most recently as senior vice president, Marketing and Sales, from February 2001 to February 2002, and as vice president, Sales, from October 1994 to February 2001. Prior to joining Genentech in November 1987, she was division manager for American Critical Care, a Division of American Hospital Supply. Popovits holds a B.A. degree in Business from Michigan State University.

"The 2010 MichBio Expo & Conference is shaping up to be an outstanding event, and we are delighted to bring the event back to the Grand Rapids area, where this burgeoning bioscience hub has witnessed significant expansion in recent years," said Rapundalo. "In addition to our keynote speaker, the Expo features, our Fifth Annual Emerging Biosciences Showcase of start-up companies seeking investment funding, facility tours of area bioscience companies, manufacturing sessions, policy summit, exhibits, and track sessions in pharma, medical devices, ag/bio-based technologies and emerging business. It is a dynamic opportunity for networking, education and business development, and not to be missed."

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Genomic Health, Inc. (NASDAQ: GHDX) is a molecular diagnostics company focused on the global development and commercialization of genomic-based clinical laboratory services that analyze the underlying biology of cancer allowing physicians and patients to make individualized treatment decisions. Its lead product, the *Oncotype DX*[®] breast cancer test, has been shown to predict the likelihood of chemotherapy benefit as well as recurrence in early-stage breast cancer. In addition to this widely adopted test, Genomic Health provides the *Oncotype DX* colon cancer test, the first multigene expression test developed for the assessment of risk of recurrence in patients with stage II disease. As of March 31, 2011, more than 10,000 physicians in over 60 countries had ordered more than 200,000 *Oncotype DX* tests.

Genomic Health has a robust pipeline focused on developing tests to optimize the treatment of prostate and renal cell cancers, as well as additional stages of breast and colon cancers. The company is based in Redwood City, California with European headquarters in Geneva, Switzerland. For more information, please visit www.genomichealth.com.

As a statewide bioscience trade association, **MichBio** is committed to driving industry growth across Michigan by creating high-value opportunities for education, collaboration, networking, and advocacy, and by providing services and resources that foster a flourishing environment for bioscience businesses. Formed in 1993, MichBio's approximately 250 members include bioscience companies, academic and research institutions, bioscience service providers, and related organizations. In addition to being the formal state affiliate of the national Biotechnology Industry Organization (BIO), MichBio partners with other national groups like AdvaMed, the Medical Device Manufacturers Assoc., PhRMA, GPhA, HDMA, CHPA and CRN. The MichBio Expo is the largest gathering of bioscience executives in the state, drawing about 500 attendees and more than 50 exhibitors annually.