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**Physiomics plc  
("Physiomics") or ("the Company")**

**Physiomics to update on the Virtual Tumour Clinical platform at the 2013 NCRI Cancer Conference**

Physiomics plc (AIM: PYC), the Oxford, UK based systems biology company, is pleased to announce that it is participating in the 2013 NCRI Cancer Conference, taking place at the BT Convention Centre, Liverpool, on 3-6 November 2013. Dr Eric Fernandez, Project Leader, will present details of the on-going development of the Virtual Tumour Clinical platform.

The results presented show that Virtual Tumour Clinical correctly ranked different clinical regimens from the literature. In this case study varying the timing of administration of EGFR inhibitors in combination with chemotherapy led to improved efficacy.

The abstract ("Dosing and schedule optimization with Virtual Tumour Clinical ") No B60 will be presented in the "Diagnosis and therapy" poster session B scheduled Tuesday the 5<sup>th</sup> of November April 2013.

More information about the conference may be found at:  
<http://conference.ncri.org.uk/>

Dr Mark Chadwick, CEO of Physiomics, commented:

"We are pleased to present the advances that we have made developing our flagship Virtual Tumour Clinical platform for the first time at the NCRI conference. Under our technology strategy board biocatalyst grant further case studies will be used to hone the accuracy of the model"

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### **About Physiomics plc**

Physiomics (AIM:PYC) is a computational systems biology services company applying simulations of cell behaviour to drug development to reduce the high attrition rates of clinical trials. 80-90 per cent of all clinical drug candidates fail to reach the market and estimates show that an overall ten per cent improvement in success rates could reduce the cost of one drug's development by as much as \$242 million, from the current estimate of around \$800 million<sup>1</sup>.

Physiomics develops computational systems biology models to predict and understand cancer drug efficacy from pre-clinical research to clinical development. Physiomics has created detailed mathematical models incorporating the most important molecular events taking place during the human cell cycle and apoptosis processes. The company's SystemCell® technology enables the simulation of populations of "virtual cells". The company has also developed a "Virtual Tumour" model to simulate the effect of anti-cancer drugs on tumour growth. The models are used to optimise compound design and to design drug schedules and combination therapies.

Physiomics, based in Oxford, UK, was founded in 2001, and floated on AIM in 2004. For further information, please visit [www.physiomics-plc.com](http://www.physiomics-plc.com)

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<sup>1</sup>Tufts Centre Impact Report 2002