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Physiomics plc

("Physiomics") or ("the Company")

**Physiomics gains new speciality pharma customer for drug discovery research**

Physiomics plc (AIM: PYC), the Oxford, UK based systems biology company, is pleased to announce that it has signed a contract with a new speciality pharma customer, to investigate how one of its new candidate drugs shrinks tumours.

This first study will be focused on discovering the mechanism by which the drug hits targets in cells, ultimately leading to an anti-cancer effect. Physiomics scientists will use cutting-edge systems biology approaches to map the possible pathways by which the drug could act. This analysis will then be used to narrow down possible mechanisms and suggest new experiments that the client can perform to home in on one mechanism. Evidence for a particular mechanism helps regulatory agencies give consent to progress drug candidates into the clinic.

If successful, the Directors hope that Physiomics will be able to offer its other modelling services to this new client as the project progresses.

More information about the service may be found at:  
<http://www.physiomics-plc.com/services/mechanism-of-action-studies>

Dr Mark Chadwick, CEO of Physiomics, commented:

"We are delighted to add another new pharma customer to our growing blue chip client list and to engage them so early in the drug discovery and development process. This demonstrates the desirability of our high calibre modelling tools and our expertise, to the pharmaceutical industry."

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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)

SystemCell® is a registered trademark of Physiomics plc

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