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Physiomics plc

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

Physiomics to present new developments of the Virtual Tumour platform at Annual Meeting for American Association for Cancer Research ("AACR")

Physiomics plc (AIM: PYC), the Oxford, UK based systems biology company, is pleased to announce that it will be participating in the AACR Annual Meeting 2012, taking place at the McCormick Place West, Chicago, Illinois on March 31- April 4 2012. Dr Frances Brightman, Senior Scientist at Physiomics, will present the application of the Virtual Tumour platform to three-dimensional cell cultures.

We have initiated a number of programmes to establish the extent to which 3D culture data can be used to provide data to prime the Virtual Tumour™ model. The results presented in the poster illustrate how the Virtual Tumour™ model can be employed to simulate 3D culture growth and response to drug treatment, and the capability of this model to predict drug combination synergy.

The abstract ("Can three-dimensional cell cultures be used to predict in vivo drug response and synergistic combination?", No 4942) will be presented in the "Cancer Systems Biology 2" poster session, scheduled 8:00 PM - 12:00 AM, 04 April 2012.

More information about the conference may be found at:
<http://www.aacr.org/home/scientists/meetings--workshops/aacr-annual-meeting-2012/aacrcentral.aspx>

Dr Mark Chadwick, CEO of Physiomics, commented:

"We are pleased to present on our efforts to further reduce the need for xenograft experiments. We believe that 3D culture could be used to provide useful dosing and scheduling guidance prior to starting any xenograft studies."

Physiomics plc

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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 million¹.

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

SystemCell® is a registered trademark of Physiomics plc

¹Tufts Centre Impact Report 2002