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## Press Release

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FOR IMMEDIATE RELEASE  
10:00 A.M. EDT, April 25, 2011

### **Life Magnetix, Inc. Names Jeff Williams as CEO, and Sundu Brahmasandra as President**

**Ann Arbor, MI** - Life Magnetix, Inc., a spin-out from the University of Michigan engaged in the development of novel *in vitro* diagnostic tests, today announced the appointment of Jeffrey S. Williams as CEO, and Sundu Brahmasandra, PhD, as President.

Mr. Williams was most recently President and CEO of Accuri Cytometers, Inc (Ann Arbor, MI), leading the company through significant revenue growth culminating in the sale of the company to Beckton, Dickinson & Company in March 2011. Before that, Jeff was President and CEO of HandyLab, Inc. (Ann Arbor, MI), where he led the growth and venture financing of the company, ultimately resulting in a sale to Becton, Dickinson & Company for \$275 million in November 2009. He was previously President and CEO of Genomic Solutions Inc., an Ann Arbor-based life science products company he co-founded in 1997. Mr. Williams led Genomic Solutions through a period of rapid growth culminating in an IPO on NASDAQ in 2000 and merger with Harvard Biosciences, Inc. in late 2002.

Dr. Brahmasandra was a Co-Founder of HandyLab, Inc., where he served as V.P. Product Development, leading the successful development and launch of the company's molecular diagnostics products. Sundu has extensive knowledge and experience in the planning, development and commercialization of *in vitro* diagnostic tests. He received his PhD in Chemical Engineering from the University of Michigan in 2001.

Jan Garfinkle, Founder and Managing Director of Arboretum Ventures, who led the Series A funding, noted, "With the addition of Jeff and Sundu, we believe we've assembled the finest management team possible to lead Life Magnetix. The successful IVD experience and knowledge both of these leaders bring to the company will help ensure the profitable commercialization of the company's proprietary technology."

Mr. Williams added, "I've been fortunate to have been involved in a number of fascinating IVD ventures, but none has been more exciting than Life Magnetix. I look forward to working with Sundu and the company's Founder and Chief Technical Officer, Dr. Brandon McNaughton."

More About Life Magnetics, Inc.

Life Magnetics, Inc. ([www.lifemagnetics.com](http://www.lifemagnetics.com)) was founded in 2009 to commercialize Asynchronous Magnetic Bead Rotation (AMBR) technology initially developed by Dr. McNaughton and others while he was with the University of Michigan. This platform technology has multiple potential uses; however, the company is focusing its efforts on developing revolutionary products that will rapidly help physicians determine which antimicrobial is most effective in halting bacterial growth in humans, referred to as Antimicrobial Susceptibility Testing. The company recently secured Series A funding from Arboretum Ventures ([www.arboretumvc.com](http://www.arboretumvc.com)).

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