

Company to Launch Health Assessment Tool, Expand Its Bloomington Operations

BLOOMINGTON, Ind. (Oct. 14, 2008) – Governor Mitch Daniels joined executives from health assessment developer Predictive Physiology & Medicine today to announce the company's plans to expand its operations here, creating more than 75 new jobs by 2010.

The company, whose next generation of blood tests creates a predictive summary of an individual's health that helps warn of future health problems, will invest more than \$10.6 million to locate its headquarters and laboratory in a yet-to-be-constructed facility on the grounds of the former Thompson television manufacturing center on the city's southwest side.

"We can never have enough stories like this: Hoosiers collaborating on innovative technology and building a new company from the ground up in their home state," said Daniels. "This is just the kind of young company that show promise in to strengthen and diversify our economy."

Founded by a group of Indiana business professionals and academic leaders from Purdue University, Indiana University School of Medicine and Indiana University in 2005, the company currently employs 15 at its existing Bloomington facility and will begin hiring informatics specialists, managers, laboratory technicians and customer support and sales staff ahead of the completion of its new facility in summer 2009.

PPM's assessments provide doctors and patients with an early warning of potential health problems such as heart disease, diabetes and stroke earlier than current clinical blood tests. The company uses bioinformatics and analytics to measure targeted lists of molecules to generate a summary of a patient's health. Known as a bioprofile, this summary provides in-depth information on an individual's health and identifies potential health conditions sooner than current clinical blood tests on the market.

"The company's founders set out to build a life sciences company in Indiana using a creative and sophisticated analytical measurement technology. Adding informatics to this technology we have developed that vision into an assessment individuals can use to evaluate and improve their health. As PPM grows and evolves, we remain committed to our roots – we'll continue to build our company right here in Indiana," said Brian Kleber, chief operating officer of PPM.

Earlier this month, PPM launched its first product, Viveda Cardio, to physicians in markets in Indiana. The assessment offers an overall cardiovascular profile that provides patients with an evaluation of cardio health and early warning of potential heart problems in a more simple way than traditional clinical lab reports. The company plans to launch the test nationally in early 2009 and debut its full suite of Viveda Health and Wellness assessments in the next 12 months.

The Indiana Economic Development Corporation will provide up to \$1.35 million in tax credits toward construction of the new facility that will be located in the city's Community Revitalization Enhancement District (CRED). The city of Bloomington will offer local incentives through the CRED valued at \$850,000 in site improvement and infrastructure assistance. The project is also eligible for property tax abatement through the Enterprise Zone Investment Deduction, as the project is located in the Bloomington Urban Enterprise Association. The Bloomington Common Council will consider the incentives later this year and in 2009.

"PPM's expansion is particularly exciting for Bloomington because of the company's history as a graduate of the city's certified technology park incubator and an Indiana University research and development spin-out," said Mayor Mark Kruzan. "Leveraging our local incentives to spur high-quality job growth from homegrown and entrepreneurial ventures like PPM is key to maintaining Bloomington's economic vitality."

The introduction of PPM's comprehensive, predictive health assessments comes as consumers around the globe seek to take a more active role in their health and wellness. With an annual growth rate of

nearly 30 percent, the \$100 billion health and wellness industry continues to grow and represents an opportunity for companies in the personal wellness and personalized medicine markets, Kleber said.

“PPM's assessment fills this need by providing a way to evaluate health, develop individualized wellness strategies and track the results of those strategies,” he said.

About PPM

PPM is a life sciences company developing the next generation in clinical testing. More efficient than current testing, the company's new comprehensive health and wellness assessment provides results faster, is more cost effective and requires only one blood sample. The most comprehensive assessment available – more than 500 measurements of health - it has the predictive power to identify potential problems before symptoms appear. No other test or assessment on the market offers physicians and consumers this depth of information. PPM's one assessment has the potential to replace several clinical tests to become the new, single model for efficient, predictive, comprehensive and relevant clinical testing. Based in Bloomington, Ind., the company's staff has expertise in clinical pathology, biology, chemistry, bioinformatics and business. For more information, visit www.PPMWellness.com or www.MyViveda.com.

About IEDC

Created by Governor Mitch Daniels in 2005 to replace the former Department of Commerce, the Indiana Economic Development Corporation is governed by a 12-member board chaired by Governor Daniels. Indiana Secretary of Commerce Nathan Feltman serves as the chief executive officer of the IEDC. Since Daniels created the IEDC, the state has posted three consecutive years of record-breaking commitments for new jobs. For more information about IEDC, visit www.iedc.in.gov.

About BEDC

The BEDC is a not-for-profit, public-private partnership dedicated to the retention, development and attraction of quality jobs in Monroe County. The BEDC is led by a partnership of private industry leaders, the City of Bloomington, Monroe County, Indiana University and Ivy Tech Community College–Bloomington. For more information visit www.comparebloomington.us.

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