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## **Genesis Biotechnology Group Expands Preclinical Contract Research Portfolio by Acquiring PharmOptima.**

**Hamilton, NJ., March 1, 2017 – Genesis Biotechnology Group (GBG),** a consortium of an integrated group of biotechnology and research companies, announced that it has expanded its drug development services by the acquisition of PharmOptima.

PharmOptima, a preclinical Contract Research Organization (CRO) company, joins Invivotek and Venenum Biodesign in the existing drug development segment of GBG. This acquisition expands GBG's catalogue of available services, while providing the same high quality service, each company's clients have grown to expect. Effective with this acquisition, GBG will provide new and existing customers with the added value of a single point-of-contact for the efficient development and coordination of their unique preclinical drug development program.

According to Dr. Eli Mordechai, GBG's CEO, "This partnership brings together highly complementary services of three companies creating a dynamic and efficient enterprise that will enable clients to have access to a comprehensive portfolio of bio-analytical and *in vivo* services in multiple therapeutic areas." This spirit of collaboration was supported by PharmOptima's CEO, Steven Weber, who stated "PharmOptima is excited to become a part of the GBG consortium that will have the synergistic effect of expanding both the breadth and depth of expertise in advancing the drug development activities of our clients and partners."

### **About GBG**

GBG is a consortium of vertically integrated corporate research entities, which facilitates the overall market implementation and delivery of biomedical science products and services related to diagnostics and drug discovery. Through the consolidation of research activities, and the collaboration of diverse groups of scientists with expertise in molecular biology, genetics, high throughput screening (HTS), pharmacology, molecular modeling, and medicinal chemistry, GBG will be better positioned to create and sustain complex research platforms in drug discovery and the design of surrogate biomarkers for chronic diseases.

### **About PharmOptima**

Since 2003, PharmOptima has been advancing drug discovery and development in various therapeutic areas and has filled a niche in ocular drug development. PharmOptima's *in vivo* services include studies in the fields of drug absorption, distribution, metabolism, and excretion (ADME), pharmacokinetics (PK), and pharmacology. It provides liquid chromatography and mass spectrometry (LC-MS/MS) bioanalysis in support of discovery and development programs, including method development and validation in accordance with regulatory guidelines. Its biochemistry expertise allows them to assess the role of biomarkers in numerous disease models. PharmOptima's biochemical capabilities include *in vitro* and cell based assay development for compound profiling as well as protein cloning and expression. Its expertise extends to the custom development of enzyme-linked immunosorbent assays (ELISA) and electrochemiluminescence multiplex formats.

### **About Invivotek**

Invivotek offers both custom and standard preclinical services for drug discovery and development programs for their clients. Services offered by Invivotek include studies in animal models and bioassays to test compounds related to immunology and inflammation, oncology, metabolic and cardiovascular diseases. Invivotek's *in vivo* testing capabilities are supported by biochemical and molecular biology techniques as well as by functional assays with primary cell cultures. These assays provide tools to study the mechanisms of action of various test therapeutics or potential target genes and to explore biomarkers for drug efficacy. Invivotek's experience across multiple therapeutic areas and its efficient project management, positions the company as a leading provider of preclinical *in vivo* services.

### **About Venenum Biodesign**

Venenum Biodesign (Venenum) focuses on the identification of potentially therapeutic compounds starting with ultra-high throughput screening (UHTS) against their proprietary 5.5 million ECLiPS compound collection. Compounds identified by UHTS are advanced into preclinical drug candidates using in-house medicinal chemistry, crystallography and molecular modeling. Venenum's drug discovery biology capabilities are supported by expertise in *in vitro* and cell-based assay development, protein expression and purification, and assay reagent generation. Venenum has extensive experience working in a wide variety of therapeutic areas with conventional target classes, such as G protein-coupled receptors (GPCRs), enzymes, nuclear hormone receptors (NHRs), as well as with protein-protein or protein-DNA interactions.

To find out more, please visit [www.genesisbiotechgroup.com](http://www.genesisbiotechgroup.com) or [www.pharmoptima.com](http://www.pharmoptima.com).

Contact: Olesia Buiakova, M.D., Ph.D., Chief Scientific Officer  
[obuiakova@invivotek.com](mailto:obuiakova@invivotek.com)  
609-528-6501  
[www.invivotek.com](http://www.invivotek.com)