

genOway launches its 'Knock-in 2in1' technology based on its proprietary 'StemCell HY' platform.

This technology is intended to establish itself as the new standard within the biopharmaceutical industry

Lyon, France – October 29, 2009 - genOway (ALTERNEXT-NYSE EURONEXT: ALGEN ; ISIN : FR0004053510), the biotechnology company dedicated to the development of genetically modified animal models, announces today the production launch of its 'Knock-in 2in1' technology, based on its proprietary 'StemCell HY' platform.

This technology enables genOway to provide an ever more precise solution to the challenges of academic and biopharmaceutical research. Starting with a technology invented at the end of the 1990s, genOway has been able to develop a proprietary solution that has the advantage of being less expensive to produce and is more suited to what scientists need in terms of knock-in models, whether they are academic as well as biopharmaceutical research centers. genOway has already delivered three animal models generated using this technology, to the MAX PLANCK INSTITUTE in Germany and the HANNAH RESEARCH INSTITUTE in Scotland. Using the 'Knock-in 2in1' technology, the insertion of the gene of interest is achieved by means of standardized cassettes and screening. This technology proves to be particularly useful for medium-throughput screening of drugs on therapeutic targets.

Alexandre Fraichard, CEO of genOway, indicated: *“We have collaborated with academic and pharmaceutical partners in order to industrialize this knock-in technology independently from the Institut Pasteur's technology. This independence has been established by our intellectual property attorneys. Since spring of 2009, this technology had been presented to our pharmaceutical partners. The first projects using this technology were initiated in July 2009. We are confident that this technology will rapidly become the new industry standard and that we will, therefore, benefit from first-mover advantage.”*

About genOway

genOway (ALTERNEXT-NYSE: ALGEN) is a biotechnology company developing genetically modified and high value-added research models for the bio-pharmaceutical, chemical, agrochemical and food industry as well as for academic research. With highly qualified scientific personnel, the company has a work force of 60 people and operates in over 22 countries in Europe, Asia and North America, supplying more than 275 customers. genOway is a leader in its market in terms of both size and customer portfolios. The company's development is founded upon both a broad and exclusive technology platform as well as strong intellectual property rights combining patents and licensing agreements. Taking advantage of the global trend towards outsourcing the production of genetically modified research models, genOway has signed many contracts with leaders of the pharmaceutical industry (Pfizer, Bayer, Boehringer Ingelheim, etc.), and with the most prestigious academic research centers (King's College and the University of Manchester, in England; Duke University and the National Institutes of Health, in the United States; the Institut Pasteur, in France; NGFN and the Max Planck Institutes, in Germany, etc.). To strengthen its technological position and benefit from worldwide business partners, genOway has signed strategic alliances with leading companies in their field: Charles River Laboratories (NYSE: CRL, a world leader in supplying laboratory animals), Invitrogen (NASDAQ: IVGN, world leader in supplying molecular biology reagents).

For more information please go to www.genoway.com.

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