

To the Press:

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**Exiqon and Asuragen sign agreement for real-time PCR services.**

Exiqon A/S (NASDAQ OMX: "EXQ"), a leading supplier of high-value products for gene expression analysis, and Asuragen, Inc. a fully integrated molecular diagnostics company focused on oncology and companion diagnostics with special capabilities in the area of miRNA, today announced the signing of a Service Center Agreement, allowing Asuragen to provide real-time PCR services based on Exiqon's miRCURY LNA™ Universal RT microRNA PCR products.

The Asuragen Genomic Services Division provides a comprehensive range of nucleic acid-based services from biomarker discovery to development of companion diagnostics (isolation/preparation from multiple sample types, genomic profiling, miRNA/mRNA expression profiling, assay development and validation, CLIA-based clinical trial testing, bioinformatics, and regulatory services).

LNA™-based microRNA real-time PCR profiling holds great promise as a non-invasive way to discover important new biomarkers for a wide range of diseases and biological processes. Exiqon's microRNA real-time PCR system combines a Universal RT reaction with LNA™-enhanced PCR primers, which results in unmatched sensitivity and specificity for all sample types.

"Exiqon's high quality microRNA PCR products allow us to further expand our service offerings to meet the needs of our pharmaceutical and diagnostic partners", said Carol Berry, Sr. Vice President & GM of Asuragen Genomic Services Division.

In a comment, Sr. VP Sales & Marketing, Henrik Pfundheller of Exiqon said: "We are honored and excited to support Asuragen on the discovery of novel microRNA biomarkers" and added: "Asuragen are experts in their own right in the field of microRNA and this is a great opportunity for us to expand our presence in the U.S. market."

**Additional information from Asuragen**

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**Additional information from Exiqon**

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**About Asuragen**

Asuragen is a molecular diagnostics company with a pioneering position in miRNA using genomics to drive better patient management through best-in-class clinical testing solutions. The Company uses a breadth of technologies and talent to discover, develop and commercialize diagnostic products and clinical testing services with efficiency and flexibility both internally and for our companion diagnostic partners. Today, Asuragen's products, services and technologies drive countless patient management decisions across oncology, genetic disease and other molecular testing modalities. In the future, we envision the Company's development of miRNA-based clinical diagnostics will help transform medicine by improving clinical outcomes and health economics. For more information, visit [www.asuragen.com](http://www.asuragen.com).

**About Exiqon**

Exiqon's products are based on the proprietary LNA™ technology. This technology offers unique advantages for detection of miRNA biomarkers for life science researchers, drug developers and cancer treating physicians working towards personalizing medicine. Exiqon operates in two business areas: Exiqon Life Sciences has established a position for itself as one of the market's leading providers of miRNA research products for miRNA analysis in cells and body fluids. Our research products are used by academia, biotech and pharmaceutical companies around the world to make groundbreaking discoveries about the correlation between gene activity and the development of cancer and other diseases. Exiqon Life Sciences is also collaborating with pharmaceutical companies in their effort to target new medicines based on miRNA as biological markers. Exiqon Diagnostics collaborates with pharmaceutical and diagnostic companies to develop novel molecular diagnostic tests for early detection of diseases which can help physicians make treatment decisions. Exiqon is listed on the NASDAQ OMX in Copenhagen. For more information about us, please visit [www.exiqon.com](http://www.exiqon.com).

