

To the Press:

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Exiqon Diagnostics Launches New ArQive™ Patient Registry for Colon, Lung and Ovarian Cancer

Exiqon today announced the nationwide launch of the ArQive™ Registry, a prospective, observational study designed to strengthen the supporting data for the Oncotech Extreme Drug Resistance (EDR®) Assay and to collect data to help develop novel molecular assays (miRNA) within three key tumor types: colon, lung and ovarian.

Exiqon has worked closely with Covance, one of the leading Contract Research Organizations (CRO) in the world, to design and manage the registry. The ArQive registry will collect clinical outcome and treatment data from 400 ovarian, 300 colon and 300 lung cancer patients tested with the Oncotech EDR® Assay in order to evaluate drug resistance prior to being prescribed combination chemotherapy. The registry will correlate the Oncotech EDR® Assay results and drug treatment to clinical outcome over a five year period. MiRNA data will also be collected and used in the development of new diagnostic assays that can better predict therapeutic response and prognosis.

The registry will be overseen by Dr. Edith Mitchell, Clinical Professor, Department of Medical Oncology, Jefferson Medical College at Thomas Jefferson University. Dr. Mitchell is a world renowned medical oncologist in the area of GI malignancies.

In the United States, there are approximately 150,000 new colorectal cancer cases, 200,000 lung cancer cases and 22,000 ovarian cancer cases diagnosed each year.¹ Although several chemotherapies may be effective in treating these cases, cancer patients and their physicians often face difficult choices when deciding on chemotherapeutic regimens due to individual differences in the response to chemotherapy and toxicities experienced by each patient.

The Oncotech EDR® Assay has been shown to be over 99 percent accurate for predicting lack of clinical response to a chemotherapeutic drug. A controlled study demonstrated improved survival in those patients who received EDR® Assay directed therapy compared to those who did not. Furthermore, several additional studies have demonstrated that cancer patients treated with drugs to which they are resistant have a significantly shorter disease free interval and overall survival.

“This important scientific initiative will be a major contribution to the growing clinical database on the Oncotech EDR® Assay,” said Cynthia French, Chief Scientific Officer,

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Exiqon Diagnostics. “We are excited to offer further validation that the EDR[®] Assay is an integral tool in the care and management of cancer patients and are looking forward to analyzing the miRNA data and developing it into novel prognostic and predictive assays in the future.”

To learn more about our ArQive Registry, please visit www.exiqondiagnosics.com.

Additional information

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About Exiqon

Exiqon is a biotech company with activities in three business areas where the company's technologies provide a competitive advantage: Sale of diagnostic tests (Exiqon Diagnostics), sale of innovative research products for miRNA research (Exiqon Life Sciences), and in contract research together with pharmaceutical companies (Exiqon Pharma Services). Exiqon is dedicated to personalizing the treatment selection for cancer patients. The aim is to optimize the use of existing medicine and avoid unnecessary and non-effective treatment. By using molecular diagnostic tests that analyze the genetic profile of each patient's tumor, treatment selection can be optimized for individuals. Exiqon is uniquely positioned to develop such new diagnostic tests. Exiqon already markets diagnostic tests that based on fresh tumor tissue enable doctors to test whether their patients are resistant to one or more of the chemotherapies offered to treat these patients and help them select an efficacious treatment. Exiqon's new molecular diagnostic products are based on the LNA[™] technology that enables testing on fixed tissue. Launch of the first molecular diagnostic product was announced in December 2008. A number of new products will follow in the years ahead. Using the LNA[™] technology is what has allowed Exiqon to establish a position for itself as one of the market's leading providers of research products for gene expression analysis. These research products are used by university scientists and in the pharmaceutical industry around the world to make groundbreaking discoveries about the correlation between gene activity and the development various diseases. Exiqon is also collaborating with pharmaceutical companies in their effort to develop new medicines based on biomarkers (Personalized Medicine). Exiqon has more than 200 employees and is listed on the NASDAQ OMX in Copenhagen and categorized as a biotech company (Small Cap). Exiqon is financed until expected breakeven in 2011.

Disclaimer

Forward-looking statements:

This announcement contains forward-looking statements regarding Exiqon's potential future development and financial performance and other statements which are not historical facts. Such statements are made on the basis of assumptions and expectations which, to the best of Exiqon's knowledge, are reasonable and well-founded at this time, but which may prove to be erroneous. Exiqon's operations are characterized by the fact that its actual results may deviate significantly from that described herein as anticipated, believed, estimated or expected.

¹ American Cancer Society: Cancer Facts and Figures 2008

