

To the Press:

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Exiqon Diagnostics Announces Online PortiQo™ Doctor Portal

Online Application Offers a Secure Location for Exiqon Diagnostics to Deliver Test Reports and Content Directly to Oncologists

Exiqon today announced the beta test launch of their new proprietary PortiQo™ Doctor Portal, a communication tool that will electronically connect clients to Exiqon Diagnostics. The PortiQo™ platform allows secure communication with physicians through a web-based portal system. The system was developed to enhance efficiency, improve quality and streamline the reporting process. As a leader in personalizing medicine for cancer patients, the company is committed to bringing value-added services to its clients, such as the new PortiQo™ system, to help improve patient care and cancer management.

The PortiQo™ Doctor Portal is currently in the initial phases (beta testing) with a limited number of U.S. physicians and medical centers participating in the program. Beta site features are currently limited to regularly updated on-line results reporting with full-color images which can be printed or stored for later reference. The system automatically alerts the ordering physician when there is a test result available for review.

At a later date, once the beta testing is complete, portal access will be granted to physicians on a larger scale. Over time, increased functionality will be realized in future phases of the portal system as new capabilities are added for online test ordering, renewal of standing orders, fulfillment of requests for supplies and media, and other bi-directional communication functions. This user-friendly system allows physicians to gather patient test results quickly and efficiently and helps to improve patient care.

Robert W. Holloway, M.D., gynecologic oncologist at Florida Hospital Cancer Institute, said: "The PortiQo Doctor Portal will enhance Exiqon's already strong position in the market for targeted anticancer therapies by helping the company deliver better information to doctors, faster."

"With the beta test launch of the new PortiQo™ Doctor Portal, Exiqon has developed an important new platform that increases our ability to efficiently interact with physicians," said R. Erik Holmlin, Chief Commercial Officer, Exiqon Diagnostics. "We expect the service to allow us to better serve our physician customers and, by extension, their patients by delivering critical test information more rapidly. Over time,

1/2



as the services available through PortiQo Doctor Portal expand, we think it's going to prove to be an invaluable tool to oncologists.”

To learn more about Exiqon's PortiQo™ system, please visit www.exiqondiagnosics.com. To request portal access, please contact client services at 1-800-662-6832.

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.

