

To the Press:

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Exiqon launches qPCR Array product for custom designed microRNA, mRNA and lncRNA assays

Exiqon A/S (NASDAQ OMX: EXQ), a leading supplier of high-value gene expression analysis products, today announced the launch of fully customizable qPCR arrays that allow for simultaneous detection of any microRNA, mRNA and lncRNA.

As more scientists engage in next generation sequencing the need to verify gene expression discovered by sequencing grows. Researchers studying specific developmental or disease pathways are now able to profile microRNA interactions with target mRNA or lncRNA in the same experiment by combining LNA™ primers for microRNA, mRNA and lncRNA in one single qPCR panel.

Panels are designed in simple intuitive steps, and custom microRNA, mRNA and lncRNA assays may either be designed during the panel configuration (on the fly) or by adding pre-designed assays from the customer's own login profile at Exiqon's webpage. The panels are delivered ready-to-use in microtiter plates compatible with any of the common 96 and 384 well qPCR instruments.

The new product is an extension of Exiqon's highly flexible Pick & Mix microRNA PCR Panels, which enable customers to configure qPCR arrays with custom designed microRNA, mRNA, and lncRNA assays for sensitive and specific quantification of any gene target. Exiqon is combining the online Pick & Mix microRNA PCR Panel product for customizable configuration of pre-designed and validated LNA™ microRNA qPCR assays with its two existing online design tools for custom LNA™ microRNA qPCR assays and custom LNA™ mRNA/lncRNA qPCR assays. The result is a powerful and highly flexible qPCR array product, which can be customized to allow for simultaneous detection of any microRNA, mRNA and lncRNA. LNA™ enhanced primers for all known microRNAs may be combined with LNA™ primers designed against the customers' own proprietary microRNAs or combined with custom designed LNA™ enhanced assays for mRNA and lncRNA.

"This new product offering addresses the customer need for an integrated and customizable product and ties well into the next generation sequencing product offering, which Exiqon will launch early 2014", said Senior Vice President Sales & Marketing, Dr. Henrik M. Pfundheller.

The Pick & Mix microRNA PCR Panel product is based on Exiqon's proprietary LNA™ technology that allows for unprecedented specificity and sensitivity.

All reagents and supportive products for performing experimental studies using the new expanded version of the Pick & Mix microRNA PCR Panels with the additions of custom designed microRNA, mRNA, and lncRNA assays are available from Exiqon. Exiqon offers a comprehensive product line for microRNA research and has recently expanded the product offering for lncRNA and mRNA research.

Information about the extended Pick & Mix microRNA PCR Panel product is available at Exiqon's website: <http://www.exiqon.com/pick-and-mix>

Additional information

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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.

