



Contact: Julie Bryant
VP Business Development and Marketing
GeneGo, Inc.
(858) 756 7996
julie@genego.com

GENEGO LAUNCHES EASY ACCESS TO SIGMA ALDRICH PRODUCTS FROM METACORE, METADRUG AND EUREKA!

St. Joseph, MI. January 7th, 2010 –GeneGo, Inc., the leading systems biology tools company, announced today that they have launched easy access to many Sigma Aldrich life science and chemistry products from their “Drug Details” pages in three products: MetaCore 6.0, MetaDrug and Eureka! This new capability allows customers to retrieve comprehensive information on drugs and compounds and make one-click purchases all from one centralized location. Such efficiency tools are crucial to busy bench scientists.

“It’s critical that Sigma Aldrich has a presence through out all stages of an experiment’s life cycle,” said Nathan Allen, Market Segment Manager, Sigma Aldrich. “By incorporating our products into MetaCore, MetaDrug, and Eureka! we ensure that researchers have easy access to Sigma Aldrich products presented in the appropriate context during the initial stages of experiment preparation.”

“We have many mutual customers requesting easy access to product vendors such as Sigma Aldrich, so it was the logical thing to do,” said Julie Bryant, GeneGo’s VP of Business development. “In a typical workflow, our users formulate hypotheses, for instance on a mode of action for a new drug, followed by a set of validation experiments. The new tool allows them to find the necessary compounds for the experiments, cost out a project and make purchases on the relevant Sigma Aldrich landing pages.”

About GeneGo, Inc.

GeneGo, Inc. develops systems biology technology such as compound based [pathway analysis](#), cheminformatics & [bioinformatics software](#) for life science research. The original computational MetaDiscovery™ platform allows an integration and expert analysis of different kinds of experimental data (mRNA expression, [proteomics](#), metabolomics, microRNA assays and other phenotypic data) and relevant bioactive chemistry (metabolites, drugs, other xenobiotics) within the framework of curated biological pathways and networks. GeneGo’s flagship product, MetaCore 6.0™, assists pharmaceutical scientists in the areas of target selection and validation, [data mining](#) in biology, identification of biomarkers for disease

states and toxicology. The second product, MetaDrug 6.0TM is designed for prediction of human metabolism, toxicity and biological effects for novel small molecules compounds. MetaBaseTM represents the knowledge base for MetaCore.

For more information, please visit the company's web site at www.genego.com.