



Pink or Blue® Early Gender Test

Press Statement - Friday, May 4th, 2007

Parents who are elated about their pregnancy and want to get a jump start on preparing themselves, may seek out the Pink or Blue® Early Gender Test as a means to accelerate their planning process. After two years of research and development, Consumer Genetics, the maker of the Early Gender Test, is excited to provide this genetic test commercially to consumers since May 2006.

The Early Gender Test is based on the discovery of cell-free fetal DNA circulating in an expectant mother's blood as soon as six weeks post-gestation all the way through delivery. A recent Italian research study, completed in 2005, showed 99% accuracy in fetal sex detection in a controlled study using Polymerase Chain Reaction (PCR) analysis. Consumer Genetics' internal surveys showed that they could achieve up to 98% accuracy in fetal sex determination.

The purpose of the Early Gender Test is to solely provide information directly to the expectant parents. Before launching Pink or Blue®, market research has clearly shown that there were a multitude of women who want to know the gender of their baby as early as possible. Most soon-to-be moms taking our test are excited and anxious. They're also eager to pick out names, decorate nurseries, and begin the bonding process with their babies.

There have been concerns that the Early Gender Test will lead to sex selection. From the company's experience, they have not encountered any issues with women using their test primarily for gender selection. Moreover, after receiving the results, a family member (mother or father) have expressed their gratitude by sending Thank You cards and testimonies to describe how overjoyed they are with the Early Gender Test. In fact, some of these women have spoken with the company's customer care specialists asking for suggestions with baby names, nursery room decorations, and baby stores. In essence, the customers' feedbacks are overwhelmingly positive. The company believes that the Early Gender Test provides a convenient method for expectant mothers who are eager to know the gender of their baby. Furthermore, the company has taken precautions to ensure that their service is not exploited by enforcing a policy where the Early Gender Test is not distributed to countries, which may have gender preferences.

Pink or Blue® is one of the many revolutionary products offered by the company. Consumer Genetics offers additional lines of genetic tests such as Paternity, CaffeineGEN™, WineGEN™, and pharmacogenetic tests which are available through our website: www.consumergenetics.com. The company's mission is to commercialize easy-to-use, direct-to-consumer genetic tests to inform individuals about their health and genetics.

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Consumer Genetics, Inc., a new innovative biotech company, is located in the heart of Silicon Valley. We provide home-based genetic tests to inform individuals about their health and genetics.

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