

Product Savvy Consulting to Develop Genetic Information Google Android Application with AlphaGenics

Delivering knowledge of how genes interface with everyday life gives non-scientific users a fresh perspective on how genes can impact normal functions such as weight loss and behavior.

ROCKVILLE – March 18, 2009 – AlphaGenics, a leading developer of consumer-friendly genetic information products, and Product Savvy Consulting, a product management and software development consulting firm, today announced a collaboration to develop a new type of content application for the Google Android phone.

The application, GenomeTalk™, delivers up-to-date scientific information about how a person's genes can influence their daily life. "Instead of focusing on the genetics of disease, this new application will help people understand that their genes are part of their normal world" explained Dr. Fredric Abramson, AlphaGenics' CEO. "Our genes are our living blueprint. In combination with our environment, our genes impact how we gain or lose weight, our personality and behavior, our physical abilities and attributes, sex, and our mental abilities."

Dr. Abramson's blog radio interview on how genes relate to love, sex, romance and relationships (www.alpha-genics.com/radio.html) highlights how genetic information can be brought into the forefront of people's ordinary lives.

According to Jonathan Chashper, CEO, Product Savvy Consulting, "the Android platform is an ideal way to deliver a new type of personalized information: our genetics." GenomeTalk™ will not only summarize important science, it will permit each user to predict how their own genes relate to important aspects of their lives, and then compare their predictions with other users." A special GenomeTalk™ feature includes the opportunity for users to download their actual normal genetic information, produced by testing with AlphaGenics' MyGene DaVinci DNA profile. "Our ability to harness mobile technologies and provide a platform for mobile, bio-tech applications is opening the door to a new set of possibilities", says Mr. Chashper, "it is just a first step into a new world of social, mobile, bio-tech apps".

MyGene DaVinci profiles 103 of the most interesting genes for 50 different lifestyle areas that relate to weight management, personality and behavior, physical performance, sex and other traits. The test uses a simple cheek swab to collect a person's sample, with total privacy ensured at every step.



“Consumers want to improve their everyday life and realize their potential” explains Dr. Abramson. “They understand that the DNA they are born with plays a dramatic and important role in their lives. Now, for the first time in history, it is possible for us to learn what our DNA blueprint says about each of us. The GenomeTalk™ Android application opens the door for direct consumer-to-consumer information sharing in any environment.”

About AlphaGenics

AlphaGenics (www.alpha-genics.com) is taking the lead in providing consumer DNA testing that relates only to a person’s lifestyle. Our focus is on how knowledge of our normal DNA can translate into practical steps towards well-being and happiness. By providing non-disease DNA information on a broad scale, we will improve the overall value and benefits of conventional genetics testing in the medical field. Our first product is MyGene DaVinci, which profiles 103 genes for 50 different lifestyle areas.

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About Product Savvy Consulting

Product Savvy Consulting, LLC (www.productsavvy.com) is a Software Development and Product Management firm with over 75 combined years of executive level management experience. Our consultants are high-tech veterans with a focus on providing our clients with a one stop solution for their software development needs. We build software that addresses our customer needs, no more, no less. We maximize developers’ productivity by applying a “think before you build” principle within an Agile (Scrum) process. Software is designed, coded, and successfully delivered, on time, on budget, with no headaches.

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