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Ulf Jönsson, former CEO of Biacore, joins PharmaDiagnostics as non-executive Director

**Co-founder and former CEO of Biacore brings world-class
experience to company offering label-free screening to a
wider range of researchers**

Brussels, March 1, 2010 - PharmaDiagnostics NV, a company developing and marketing a broadly enabling, label-free screening technology that uniquely does not require specialized equipment, announces today that it has appointed Ulf Jönsson as non-executive director. Jönsson was a co-founder and CEO of Biacore, the market leader in label-free screening and now part of GE Healthcare.

"Ulf Jönsson's decision to join PharmaDiagnostics sends a powerful signal of confidence to the market," said David Ricketts, CEO of PharmaDiagnostics. "Ulf's experience in founding a technology company, driving its growth and leading it as CEO will be of significant help to our growth plans, and his expertise in the label-free market will contribute to all aspects of our development strategy. I am delighted that he is joining us and look forward to working with him."

"PharmaDiagnostics' SoPRano platform and its supporting technology has the potential to revolutionize label-free screening," said Jönsson. "It is the only company that enables label-free screening without recourse to expensive dedicated instrumentation, and I look forward to bringing my expertise and experience to bear on helping the team successfully develop and market its innovative technology."

Jönsson, 56, MSc, PhD, was one of the three founders of Biacore AB starting in 1984 as a research department within Pharmacia Fine Chemicals (today part of General Electric Health Care division). In 1987 this research was transferred into a wholly owned subsidiary, Pharmacia Biosensor AB. This subsidiary became the listed Biacore AB (SSE and Nasdaq) in 1996. Pharmacia Biosensor AB reached positive operating income in 1994 and Jönsson joined Pharmacia Biotechnology to run its newly created project

management function. From 1996 to 1998 he broadened his skills by moving into a marketing management position as head of Molecular Systems with a turnover of USD 30M. In 1998 he returned to Biacore AB as Executive Vice President and head of all central functions (R&D, Manufacturing and Marketing) becoming President and CEO of Biacore AB in May 2000 where he stayed until 2004 with revenues peaking at USD 88M. In 2005, he moved to become CEO of Cellectricon AB, a start up company focusing on products for cell biology research and the following year began to run his own business as science and technology adviser and non-executive director. Jönsson is currently a non-executive director for the following companies: Likvor, NEMS, CMTF Business Development and Eviderm Institute.

About PharmaDiagnostics NV

PharmaDiagnostics NV develops label-free screening technology with the unique capability in its market of operating without the need for specialized hardware. The technology is broadly enabling and applicable to a range of applications including: receptor-ligand binding; enzymatic reactions; antibody screening and ADME. The assays are very sensitive and have the potential for very high throughput. The company is focused upon licensing its technology for use in pharmaceutical and biotechnology companies, and also offers bespoke assay development services. In addition the company is seeking collaborations to develop applications in compound screening, particularly fragment screening and antibody screening. PharmaDiagnostics' novel technology platform, SoPRano™, is based on localized surface plasmon resonance (LSPR) and noble metal nanoparticles, and is run on standard laboratory equipment.

The company, based in the Z1 Research Park in Zellik, near Brussels, was founded in 2007. It has raised more than EUR 4.0 million (USD 5.6M) in two rounds of venture funding and EUR 100,000 in grants from IWT (Instituut voor de aanmoediging van innovatie door Wetenschap & Technologie in Vlaanderen), a Flemish innovation agency.

For more information: www.pharmadiagnostics.com.