



Press Release
For Immediate Release
August 14, 2009

UMBI Announces Formation of Plasmonix, Inc. to Commercialize Metal-Enhanced Fluorescence Technology

Baltimore, MD— UMBI announced today that it has reached an agreement for the licensing of UMBI technology to Plasmonix, Inc. a new spin-off company located in Maryland. The company will be dedicated to commercialization of Metal Enhanced Fluorescence (MEF), a technology developed in UMBI's Institute of Fluorescence (IoF). The announcement was made by Dr. Theodore J. Roumel, UMBI's VP for Research, Innovation and Commercialization.

Plasmonix, Inc. is headed by William M. Gust, President and CEO and John W. Holaday, Ph.D., Chairman of the Board. Mr. Gust has 45 years of business experience with a strong emphasis on venture capital investing and the development of small rapidly growing businesses. Dr. Holaday brings 39 years of experience as a scientist, executive manager of technology and biopharmaceutical companies, and as a banker. Chris D. Geddes, Ph.D., is the Chief Scientific Officer, and also serves as the Director of the IoF, where MEF technology was invented. He has extensive experience in fluorescence spectroscopy, particularly in fluorescence sensing and metal-fluorophore interactions, and has published over 175 scientific papers and 20 books.

MEF technology dramatically increases the sensitivity and speed of a broad range of diagnostic and biological assays for DNA and for proteins, and has numerous applications in clinical diagnostics and homeland security. For example, MEF can be used to detect the elevated enzymes associated with a

heart attack in 20 seconds, during an ambulance ride. MEF can also be used to rapidly detect minute quantities of biohazard agents. Dr. Jonathan Gottlieb, Director of Technology Transfer and Commercialization for UMBI stated that these areas are “just the tip of the iceberg and we can only begin to imagine the range of new applications that will be made possible as Plasmonix begins to commercialize this powerful new MEF technology”.

“MEF is a major breakthrough for biological diagnostics and the spin-off of Plasmonix is just one example of the ways that UMBI addresses important human needs by bringing new technologies from the laboratory bench to the marketplace,” said Dr. Gottlieb.

With research centers in Baltimore, Rockville, and College Park, UMBI, the University of Maryland Biotechnology Institute, is the newest of 13 institutions forming the University System of Maryland. UMBI has more than 50 ladder-ranked faculty and a mandate to advance the biotechnology economy while preparing a well-equipped workforce.

For more information visit www.umbi.umd.edu.

###