



**FOR IMMEDIATE RELEASE:**

***Reprogenetics and PracticeHwy.com, Inc.  
Announce Partnership to Offer a PGD Portal for eIVF***

***(Palm Springs, CA) – April 15, 2010*** – Reprogenetics has joined forces with PracticeHwy.com, Inc. to integrate a PGD portal as part of the eIVF product. The PGD portal will allow the clinician to initiate the PGD test order and capture test results directly into the patient’s electronic medical record.

eIVF is a complete electronic medical record solution that offers a paperless office, increases practice efficiency and enhances data management for IVF centers. The eIVF solution improves the entire IVF clinic by access to real-time information. The addition of the Reprogenetics PGD portal will be a powerful integration solution to improve scheduling PGD tests, communications, cycle updates, delivery of test results and outcomes analysis.

In addition, eIVF clients will have access to the aggregate de-identified data of Reprogenetics. These data represent over 20,000 PGD cycles and can assist with patient selection for future PGD cycles. The ability to use the data from this many PGD cycles will increase the ability to make more informed decisions for patients with specific needs.

Dr. Michael Opsahl of Northwest Reproductive Sciences agrees, “these data can be queried to look at a patient of a certain age with history of recurrent pregnancy loss to determine on average how many normal embryos would be expected in a IVF cycle with PGD.”

The partnership between Reprogenetics and PracticeHwy.com, Inc. will allow both companies to enhance their gold standard services.

For more information about Reprogenetics and current services please contact:

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