

FOR IMMEDIATE RELEASE

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Brian Kleber Named Senior Vice-President of Operations for Predictive Physiology and Medicine, Inc.

Bloomington, Indiana—Predictive Physiology and Medicine, Inc. (PPM), a leading early stage life science company, announced today that it has hired Brian Kleber as its Senior Vice-President of Operations. Kleber joins PPM on July 30, 2007, after his successful tenure as leader of the South Central Indiana Small Business Development Center (SBDC), SEED Corp., and inVenture.

“We are delighted and excited to welcome Brian onto the PPM team,” said Dr. Stephen Naylor, Chairman and CEO of PPM. “I’ve been impressed by the scope of his business acumen and have long thought that the depth and breadth of his skill set, experience, and track record make him the ideal person to help lead PPM to the next level.”

Kleber joined the SBDC in 1999 as a business advisor and became Regional Director in 2002. Under his leadership, the organization helped in the start-up and expansion of hundreds of small businesses that created thousands of new jobs. The Bloomington-based SBDC is now recognized as one of the top in the nation.

Kleber led a coalition of organizations to found inVenture, Bloomington’s life sciences/technology business incubator, in 2004. Serving as director in a voluntary capacity, he was the driving force behind its fast growth. It is now home to 24 technology companies employing over 250 people.

Over the past eight years he also served on a volunteer basis as president of SEED Corp. (formerly the Bloomington Area Microenterprise Association Initiative (BAMI)). Under Kleber’s leadership, SEED Corp. expanded its reach to 10 counties in south-central Indiana, providing microloans to entrepreneurs and graduating over 700 small businesses through its business planning course.

“I am very excited about working with PPM,” said Kleber. “They have a great team in place, a unique product, and the potential to improve the quality of life for people all over the world.”

As the Senior Vice-President of Operations, Kleber will be an essential part of the executive management team and will be responsible for all aspects of company operations. He will also be part of the business development team with shared responsibility for future capital development.

“Brian brings a wide range of business-critical skills to PPM,” said Naylor. “He’s also passionate about his work and has the dedication necessary to help us change the face of personalized medicine. His many contributions to the regional business community are well documented and we are very fortunate to have him join PPM as his next endeavor.”

PPM is an early stage life science company focused on personalized medicine and wellness. Using cutting edge science, it develops health profiles that facilitate the monitoring of an individual’s health and wellness levels, including that person’s propensity for developing chronic illnesses such as diabetes and cancer. Unique in the industry, the profile can then be used for preventive treatment and wellness plans. For additional information regarding PPM, please call (812) 323-2008.