



## BioPharmica Limited

23 May, 2006

ASX  
Company Announcements Office

ASX Announcement – Biopharmica (ASX: BPH)

### **Uni California Expert to Work with MDS on Image Analysis**

Perth, Australia, May 23 - BioPharmica Ltd (ASX: BPH) today announced that its imaging and drug discovery process company Molecular Discovery Systems Pty Ltd (**MDS**) has entered into an agreement to work with University of California (San Francisco), Professor Mark Segal.

Funding and support is being provided under the Memorandum of Understanding signed by the University of California and the Western Australian Government for collaborative work in research and technology.

Molecular Discovery Systems and Professor Segal will work on aspects ranging from screening and selection of biological targets, biomarkers and drug candidates, modelling associations with clinical outcomes and subsequent performance determination and validation studies, using biostatistical techniques.

Professor Segal will provide rigorous biostatistical modeling, essential to both drug discovery pipeline development and the identification and development of potential diagnostic tests.

Prof Segal Said "These considerations are all the more critical in the contemporary context where high dimensional data, be it derived from genomic, proteomic or imaging technologies, places an even higher premium on principled data analytic and inferential strategies. Having been raised in Western Australia, the prospect of working with local enterprises, technology and data is very exciting."

MDS is initially focusing its work on the analysis of various biomarkers important in cancer therapy and diagnostics. The study will provide the first stage of the development of a pipeline of tissue biomarkers for development in diagnostic and therapy applications.

The initial small amount of funding of AUD\$20,000 will enable the investigation of the mathematical modelling of multi-parametric patient and imaging data associated with cancer tissue. Support will then be sought for entry into the larger funding rounds of the National Institutes of Health in the United States.

Molecular Discovery Systems is developing the application of imaging tools that can also be used in its own internal development pipeline, with potential out licensing opportunities. A key market for Molecular Discovery Systems is pathology (US \$6.5 billion), a market most readily applied to high content imaging and analysis. The Company will also assist in the development of pharmaceutical compounds and biomarkers through discovery and preclinical development phases with the application of high content analysis and imaging.



## **BioPharmica Limited**

The Company is to combine an international network of scientists, physicists, mathematicians, clinicians and pathologists in the

- (a) discovery,
- (b) development and
- (c) validation

of high content imaging applications and concepts.

The Faculty in the Center for Bioinformatics and Molecular Biostatistics (directed by Mark Segal) at the University of California San Francisco have specific expertise in the analysis of data using state of the art bioinformatics and biostatistical modeling. Recent years have seen the emergence of a suite of powerful and flexible classification and regression tools that simultaneously have excellent predictive performance and interpretability.

### **FOR FURTHER INFORMATION PLEASE CONTACT:**

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BioPharmica (ASX: BPH) is an Australian Stock Exchange listed company developing biomedical research with academic and hospital institutes. The Company is dedicated to the ideals of Personalized Medicine through the applied development of discoveries made through fundamental research coming from leading Australian biomedical researchers. Projects undergoing pre-clinical and clinical development are in the production of diagnostic arrays, nanoprobes, biomarkers and therapeutics for diseases including cancer, neurodegenerative, and infectious diseases.