



FOR IMMEDIATE RELEASE
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Swank MS Foundation and Iverson Genetics Announce Partnership for the Validation and Development of Quantitative, Gene-based Diagnostics for Clinical Use

Joint-Effort Aims to Apply Next-Generation, Genomic Practices to Expand Treatment Options Available for Those Living with Multiple Sclerosis

Portland, Oregon – (3 October, 2007) - In the interest of advancing effective diagnostic and therapeutic approaches for individuals affected or encumbered with the debilitating condition of Multiple Sclerosis, the Swank MS Foundation and Iverson Genetic Diagnostics, Inc. announce a joint collaboration which will validate the development of a quantitative, gene-based diagnostics for widespread application intended for clinical utility.

“We look forward to providing the ‘gold standard’ for genetic testing in monitoring the progression and manifestation of disease in accordance with treatment protocols,” said Kendra Key, Foundation Administrator for the Swank MS Foundation. “For patients following the Swank Program, longevity post-diagnosis with Multiple Sclerosis serves as an excellent reference frame for survival with an increased quality of life.”

In meeting with Dr. Swank, he shared memories of his early interest in the dietary habits of various homogenous groups. Dr. Swank emphasized the health benefits conferred through the simpler diets of early cultural groups. He attributes his own health and longevity (at age 98) primarily to the content, quantity, and simplicity of his dietary intake. The Swank Program is based on a balanced approach, changing to a very low saturated fat diet, getting plenty of regular rest and a reducing stress.

About the Swank MS Foundation

The Swank MS Foundation is a public charity and 501c3 tax-exempt foundation that provides information and resources on the Swank Low Fat Diet, vitamin supplements, and life-style changes beneficial to patients with Multiple Sclerosis, as well as their families and friends. We are delighted to present information on this healthy low-fat diet developed by Roy L. Swank, M.D., Ph.D. based on years of study, research and experience with multiple sclerosis patients.

About Iverson Genetic Diagnostics, Inc.

Iverson Genetic Diagnostics is a biotech company focused on the next generation of healthcare. Recently established at the Institute of Systems Biology in Seattle, WA, they specialize in offering DNA/RNA or SNP analysis and late stage analysis tools for medical providers to assess health.

To obtain more information concerning Iverson Genetic Diagnostics, Inc. or to schedule an interview with company CEO, please contact Jamie at 206.732.1478 or visit www.iversongenetics.com.

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