



Media Alert

For Immediate Release:

New DNA Sequencing Technology Enables Insurance Companies and Defense Lawyers to Weed Out Fraud in Class-Action Suits

Dr. Bruce Gillis to Present Genomics-based Technology at International Congress of Toxicology

WHAT: Bruce S. Gillis, M.D., M.P.H., a medical toxicologist and CEO of the research group, The Cytokine Institute, will present a tutorial on a new genomics-based technology, msds1™. The DNA sequencing technology unlocks secrets stored in human DNA that pinpoints exactly how specific chemicals impact the DNA of individuals on a cellular level. Companies facing class-action suits are immediate beneficiaries of the technology.

WHERE: Dr. Gillis will present at the International Congress of Toxicology in Montreal Tuesday, July 17, 2007 from 12:00 to 2:00 p.m.

The conference is hosted by the Society of Toxicology of Canada and will be held at the Palais des congrès de Montréal, Montréal, Canada, July 15–19, 2007.

DETAILS: msds1™, pioneered by Dr. Bruce Gillis of The Cytokine Institute and the faculty and staff of the University of Illinois' College of Medicine, can now determine how human cells and their individual DNA respond when exposed to a chemical and its metabolites.

By analyzing gene expression and how 36,000 parameters of an individual's DNA are affected by specific chemical exposures—such as benzene or asbestos—this technology can determine with 99.9% certainty if a person was injuriously exposed to a particular toxin, thereby offering an impartial methodology for providing scientifically-based evidence. Dr. Gillis will also discuss the technology's potential ramifications on the fields of healthcare, workers compensation claims, insurance and mass-tort litigation.

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