

[DATE]

Inflammax Research Unveils New Brand, Signaling Transformation

Inflammax Research launches their new brand identity to more accurately reflect their position in the clinical research market.

Toronto, ON [Date]

Inflammax Research, Inc., a full service CRO and leader in clinical research in allergy and respiratory therapies, today unveiled a new brand identity. The introduction of a new name and logo signifies its growth and transformation, and celebrates the culture of innovation that has made them a world leader in clinical research.

“The new graphics better reflect our company and our services to the pharmacological community. Since our launch in 2012 we have grown substantially, and the new branding and logo better reflect that success.” said Dr. Piyush Patel, CEO and Medical Director of Inflammax Research. “Over the last three years we have experienced a great demand for our services. We have invested heavily in both infrastructure and talent to make Inflammax Research the best in the world at clinical research, from proof of concept through late phase trials.”

The new logo and color palette draw on the strong foundation of Inflammax Research. The image has four branches, symbolic of the scientific method. Those branches have an organic shape to suggest the organic nature of their mission. There is also a human shape to it, reflecting the focus on advancing human medicine and service to our volunteers. The new



colors are bold and solid, like the science behind the research.

Inflammax Research is a Mississauga, Ontario is a highly-specialized CRO who offers a powerful science-driven approach to the clinical development of respiratory compounds. Therapeutic experts in allergy and respiratory therapies, Inflammax Research is the market leader in developing customized study designs using both fixed and mobile Environmental Exposure Chambers for studies from proof of concept through approval. For more information on Inflammax Research, please call (905) 282-1808 or visit www.inflammaxresearch.com.

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About Inflammax

Headquartered in Toronto, ON, Inflammax is a full service Contract Research Organization (CRO) specializing in Proof of Concept, and Phase I to IV studies in allergy, asthma, ocular studies and dermatology. Inflammax has unique electronic data collection tools for single and multi-center EEC and field studies which greatly improve the quality and speed of data collection in clinical trials. In addition to the Next Generation Mobile EECs, Inflammax has two Next Generation EECs fixed in place at Inflammax headquarters in Toronto, ON. These EECs are already validated for Ragweed, Grass and Dry Eye (low humidity). Validations are currently in process for cat and dust mite allergens.

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Inflammax Research announces the launch of its Mobile Environmental Exposure Chamber™ for conduct of Allergy & Asthma Trials

Inflammax Research has developed and validated a unique Mobile Environmental Exposure Chamber™ System, which enables the pharmaceutical industry to perform single or multicenter environmental exposure chamber (EEC) clinical trials in any location worldwide.

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EEC technology is a clinical model that greatly enhances the sensitivity and specificity of pivotal clinical studies required for FDA drug registration. The Mobile EEC technology consists of transportable clinical facilities to perform controlled allergen exposure; allergic subjects sit in a validated environment room and are exposed to a controlled level of airborne allergen. Subjects exposed to allergen in this environment develop allergic symptoms in a known, predictable manner. The subjects are asked to record instantaneous symptoms on a diary card. The resulting data is far superior compared to traditional methods of evaluating anti-allergic drugs in development.

“Up to now EEC studies could only be performed in a single center setting within a fixed EEC site. This has limited the usefulness of this powerful technology to small, single center studies in one geographic location. There have been major challenges in recruiting specific types of subjects for these studies due to the limited volunteer pool locally, as well, the available volunteers have already been treated with immunomodulators which in some cases, excludes them from participation in future studies. With the Mobile EEC system, we can now go to geographic locations where the volunteers are. With the availability of Inflammax’s Mobile EEC system, we have noticed a significant decline in the interest in conducting fixed single site EEC studies from our clients in favor of the multi-center EEC approach.” says Dr Piyush Patel, CEO of Inflammax.



Inflammax has developed a network of Investigators in North America and Europe who will participate as sites to recruit subjects in diverse geographic locations for multi-center EEC trials. These investigator sites can recruit specific populations from their databases. With the availability of the Mobile EEC system, the potential pool of subjects is vastly increased.

“Our Next Generation Mobile EEC system provides the ability to utilize identical EECs in multiple locations. FDA has indicated that such a standardized EEC system would be required for pivotal multi-center EEC trials. We are working with clients on several hybrid field-EEC study designs that incorporate EEC exposure with traditional field study design, the first of these studies is slated to start in the next few weeks” says Dr. Piyush Patel.

JANUARY 17, 2013



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About Dr. Patel

Dr. Piyush Patel, Inflammax's CEO is an industry veteran who has been in the forefront of development in EEC technology. Dr. Patel is an author of several patents relating to EEC technology and has been involved in the development of many mainstay anti-allergy drugs and immunotherapies currently on the market. He was the owner of Allied Research International; a CRO specializing in EECs, which was sold in 2007. Dr. Patel was also named Entrepreneur of the Year in 2008 for his work in building that company.

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