



## **Vivia Biotech, Leader in Personalized Medicine for Cancers of the Blood, Signs Agreement to Implement UNIconnect's UNIFlow™ Enterprise Laboratory Information Management System**

SALT LAKE CITY and MADRID, SPAIN (*May 10, 2011*) – UNIconnect, a leading provider of laboratory information management systems (UNIFlow™), announced today that it has recently entered into an agreement with Spain-based Vivia Biotech, a leader in personalized medicine, for hematological cancers including leukemia, multiple myeloma and lymphoma, for the use of UNIconnect's UNIFlow laboratory information management system (LIMS). The company required exceptional power, flexibility and durability in choosing a new system.

"Vivia is excited to work with UNIconnect to bring its critically important capabilities in personalized medicine to hospitals, physicians and patients," said Juan Ballesteros, Vivia chairman and chief scientific officer. "The unique and flexible UNIFlow system has proven its reliability and efficiency and, after a rigorous review and selection process, we look forward to its full implementation."

Vivia conducted a ten-week pilot project in order to validate the UNIFlow system's ability to meet all current and future requirements. The pilot study confirmed that the UNIFlow data model is the strongest available technology to support Vivia's complex and dynamic processes. Moreover, Vivia will be able to configure the software on their own, without a constant need to engage their software supplier. The UNIFlow system offers this advantage which keeps the software current after implementation.

"Our focus has always been to provide our partners with both strength and flexibility," said William S. Harten, founder and chief executive officer of UNIconnect. "UNIFlow's unique structure gives its laboratory users complete control both over customization and configuration, thus dramatically reducing the time required by other LIMS systems for development and deployment – giving our customers a clear competitive advantage. Moreover UNIFlow was designed to uniquely address the depth, complexity, and rapid change of molecular science."

### **About Vivia Biotech**

Launched in September 2007, Vivia Biotech is a global pioneer in the screening and profiling of thousands of drugs on a patient blood sample, thanks to its ExviTech© technological platform. Vivia has developed a personalized medicine test for Hematologic Malignancies capable of identifying the most effective protocol multi-drug treatment for the individual patient, avoiding the administration of non-effective but highly toxic treatments. Vivia has reached a strategic alliance with PETHEMA Foundation, Spain's association of hematologists, for the clinical validation of the test by key opinion leaders of each indication, getting a full medical association to embrace the test if effectively validated. Vivia has also reached a collaboration agreement with the Health System of Castilla y León (Spain) to

facilitate its implementation in a public health system, performing a pharmacoeconomic study to demonstrate that the test is cost-effective for the health system.

Vivia's team includes highly qualified professionals who are dedicated to improving both the life expectancy and quality life for patients with Hematological Malignances.

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### **About UNICconnect**

UNICconnect is a laboratory information management system software company based in Salt Lake City. With a corporate ideal of "rigorous simplicity," UNICconnect has married breakthrough software technology with unparalleled customization and configuration control. The result is UNIFlow, a software solution that helps eliminate the process tracking barriers that slow down progress for many life science industries and interests. UNICconnect's mission is to provide laboratories with a superior option for LIMS requirements – one that can be adapted to the changing requirements of complex lab processes. For the precise tracking and process detail required for molecular diagnostics, proteomics, clinical trials, high throughput screening and more, UNIFlow delivers solutions that enable laboratories to achieve their objectives. For more information, please visit [www.uniconnect.com](http://www.uniconnect.com).

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