



## ASX ANNOUNCEMENT

22 June 2016

---

### **Genetic Technologies and Verizon IndyCar Series Driver Pippa Mann Update BREVA*Genplus*® Marketing Partnership**

**Melbourne, Australia, 22 June 2016:** Genetic Technologies Limited (ASX: GTG; Nasdaq: GENE, “Company”), a molecular diagnostics company specializing in women’s health, and provider of BREVA*Genplus*®, a first-in-class, clinically validated risk assessment test for sporadic breast cancer, announced today an update on its marketing partnership with Verizon IndyCar Series driver, Pippa Mann.

The program commenced with the Indianapolis 500, the largest single day sporting event in the world, in terms of on-site attendance. The event offered significant promotional opportunities throughout the month of May, leading-up to the historic 100th running of the race, which took place on May 29, 2016. Mann is one of only nine female athletes to ever compete in the Indianapolis 500 and the only female driver to start in the race over the past four consecutive years. The BREVA*Genplus* logo was featured on Mann’s #63 Dale Coyne Racing Indy Car supporting Susan G. Komen, the world’s largest breast cancer organization, as well as being prominently placed on her racing and promotional apparel. Mann was featured in BREVA*Genplus* advertising that appeared in the official Indy 500 Program and also in the USA Today special commemorative edition about the race. Mann also participated in a variety of BREVA*Genplus* promotional activities leading-up to the race at the Indianapolis Motor Speedway, hosted a breast cancer survivor event and promoted BREVA*Genplus* at public appearances and on her social media platforms.

Additional promotional events that occurred in May with Mann included joining Eutillio Buccilli, Chief Executive Officer of Genetic Technologies Limited at the Nasdaq MarketSite in New York City’s Times Square to perform the honorary ringing of the Closing Bell. Whilst in New York, Mann also participated in a media tour, appearing on CNBC Television’s “Squawk Box”, along with Fox Sports Business, Sirius XM Radio and conducting interviews with Glamour Magazine and Forbes Business Online reporters.

Please visit [our website](#) to view our recent [news](#) and [media appearances](#).

“We were extremely pleased to be invited to Nasdaq’s MarketSite for the ceremonial bell ringing at this exciting time for the Company as we continue to ramp-up commercial activities for BREVA*Genplus*,” commented Buccilli. “The event had additional meaning to us as it ceremoniously marked, in earnest, the beginning of our partnership with Pippa Mann, a next generation athlete who has demonstrated true conviction and commitment to promoting women’s health and in particular, breast cancer awareness.”

“It was exciting to kick off my association with Genetic Technologies by going to New York and ringing the closing bell on behalf of the Company,” said Mann. “I’m pleased they’ve chosen me to help promote BREVA*Genplus* as I believe the test can have a valuable impact on proactively managing women’s health, which is near and dear to my heart.”



Moving forward, the BREVAGen*plus* logo will continue to be featured on Mann's racing and promotional apparel, and she will appear in the Company's promotional print, video and social media platforms, promoting BREVAGen*plus* and its role in her overall advocacy for women's wellness.

As a lead-up to October's Breast Cancer Awareness Month, the back half of calendar year 2016 will feature many appearances by Mann including Fox Sports TV Channels throughout the United States this summer, The Susan G. Komen 2016 Partner Summit in New York City in late June, and Susan G. Komen Race for the Cure events across the U.S.

### **About Genetic Technologies Limited**

Genetic Technologies is a molecular diagnostics company that offers predictive testing and assessment tools to help physicians proactively manage women's health. The Company's lead product, BREVAGen*plus*®, is a clinically validated risk assessment test for non-hereditary breast cancer and is first in its class. BREVAGen*plus* improves upon the predictive power of the first generation BREVAGen test and is designed to facilitate better informed decisions about breast cancer screening and preventive treatment plans. BREVAGen*plus* expands the application of BREVAGen from Caucasian women to include African-Americans and Hispanics, and is directed towards women aged 35 years or above, who have not had breast cancer and have one or more risk factors for developing breast cancer. The Company has successfully launched the first generation BREVAGen test across the U.S. via its U.S. subsidiary Phenogen Sciences Inc. and the addition of BREVAGen*plus*, launched in October 2014, significantly expands the applicable market. The Company markets BREVAGen*plus* to healthcare professionals in comprehensive breast health care and imaging centres, as well as to obstetricians/gynaecologists (OBGYNs) and breast cancer risk assessment specialists (such as breast surgeons). For more information, please visit [www.brevagenplus.com](http://www.brevagenplus.com) and [www.phenogensciences.com](http://www.phenogensciences.com).

### **About Pippa Mann**

Having grown up as a race fan, Pippa Mann began her motorsport career in Europe, before moving to the States in 2009 to compete in the Firestone Indy Lights Series. There she became the first female in history to win a pole at the Indianapolis Motor Speedway, and only the second woman ever to win an Indy Lights race. In 2011, Mann became the eighth woman in history to qualify for and race in the Indianapolis 500, and the first British female to do so. Mann has now competed in four Indianapolis 500 races, and is currently the second fastest female qualifier of all time with a four lap average of the Speedway at just under 230mph. Outside of the car Mann is passionate about her partnership with Susan G. Komen®, and about her role as a Wellness Ambassador for Well & Company. She regularly spends time connecting with her fan-base directly through social media interaction, in person appearances and autograph signings, and she strives to inspire young girls to believe in themselves and follow their dreams. Visit [www.pippamann.com](http://www.pippamann.com) to learn more.

### **About Dale Coyne Racing**

Dale Coyne Racing (DCR) is a Verizon IndyCar Series team based in Plainfield, IL, about 40 miles southwest of downtown Chicago. The team has participated in every season of the INDYCAR/Champ Car World Series since 1984, making this their 32nd season of competition. DCR earned its third IndyCar win with a victory in Detroit in 2013 where they finished with both cars on the podium. The team was able to win for a fourth straight season in 2014 when visiting victory lane in Houston. Team Owner Dale Coyne is a true racer with a long history in racing. As an Indy car driver for five years, and a team owner since 1984, he has more than 30 years of experience in open-wheel racing. Coyne is a Midwestern entrepreneur who designed and built Route 66 Raceway in Joliet, IL. Dale Coyne and Tony George, along with International Speedway Corporation (ISC), expanded the facility by forming a partnership and building Chicagoland Speedway. Coyne served as president of the facility through its construction and opening season, and served on its management committee until its eventual buyout by ISC in 2007.



### **Safe Harbor Statement**

Any statements in this press release that relate to the Company's expectations are forward-looking statements, within the meaning of the [Private Securities Litigation Reform Act](#). The Private Securities Litigation Reform Act of 1995 (PSLRA) implemented several significant substantive changes affecting certain cases brought under the federal securities laws, including changes related to pleading, discovery, liability, class representation and awards fees. Since this information may involve risks and uncertainties and are subject to change at any time, the Company's actual results may differ materially from expected results. Additional risks associated with Genetic Technologies' business can be found in its periodic filings with the SEC.

---

FOR FURTHER INFORMATION PLEASE CONTACT

**Mr. Eutillio Buccilli**

Executive Director & Chief Executive Officer  
Genetic Technologies Limited  
+ 61 3 8412 7050

**Candice Knoll (USA)**

Blueprint Life Science Group  
+1 (415) 375 3340, Ext. 4