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## **Adelaide biotech company Reproductive Health Science Ltd to launch latest product DOPlify™ to global market**

**Adelaide, August 2016:** Publicly listed Adelaide biotech company Reproductive Health Science Ltd (ASX:RHS) is launching its second product, DOPlify™ onto the global market.

DOPlify™ was introduced at the recent European Society of Human Reproduction and Embryology Conference (ESHRE) held in Helsinki in July 2016. Performance data for DOPlify™ using Next Generation Sequencing (NGS) was presented at the conference by RHS' Chief Scientific Officer, Dr Melinda Jasper. Managing Director, Dr Michelle Fraser said *"since the conference there has been significant interest in the product and we are excited to be launching DOPlify™ locally"*.

The first product for the Adelaide-based company, EmbryoCollect™, was specifically developed for the IVF industry to allow the analysis of embryos prior to transfer, with the aim of improving IVF success rates. The product is already being marketed globally. A report on the extensive validation of EmbryoCollect™ was released at the ESHRE Conference, which confirmed the high degree of accuracy of this product and its suitability for the IVF market.

RHS is one of only four companies with an advanced single cell whole genome amplification product. DOPlify™ captures RHS' exclusive know-how for the lysis and whole genome amplification of single or small numbers of cells providing a solution for multiplying the limited DNA in a single cell for a range of downstream applications.

*"With significant performance advantages over other products, DOPlify™ provides a platform for RHS to expand our target market into such areas as understanding cancer, plant and animal science and forensics as well as broader clinical and research applications"* said Dr Fraser.

Within the current application focus in IVF of Pre-implantation Genetic Screening (PGS), RHS is marketing DOPlify™ in parallel with EmbryoCollect™ to provide its customers with the option of selecting the best technology for their clinical needs. Clinicians can determine on a patient-by-patient basis the extent of genetic information needed and tailor their screening accordingly. RHS have been able to demonstrate that using DOPlify™, it is possible to screen an embryo for changes in chromosome number and at the same time detect the presence of a genetic disease carried by patients that needs to be avoided during embryo transfer, such as Duchenne's Muscular Dystrophy.

RHS are also expanding their services to include the option of requesting the EmbryoCollect™ microarray or NGS assessment using DOPlify™ and expects to broaden its Australian customer base as a consequence. RHS is also in discussion with a number of overseas clinical groups to determine the feasibility of the establishment of regional PGS services assisted by the RHS expertise and using RHS products.

With the recent expiry of IP rights that had prevented the Company from entering the USA market, RHS is now specifically targeting this market with both products. The USA marketing strategy will be enhanced by RHS exhibiting at the American Society for Reproductive Medicine (ASRM) meeting in Salt Lake City in October 2016.

Dr Fraser said *“The launch of DOPlify™ is enhancing RHS’ position as a global leader in single cell genomic technologies. We have a number of significant opportunities in progress due to our ability to respond to the advancing genetics market and to expand our focus to other important applications for single cell analysis.”*

DOPlify™ will be formally launched this month at the BioSA Incubator in Thebarton, South Australia. Research groups with interest across a range of single cell analysis applications will attend for an introduction to the product and to the RHS team responsible for its development.

Visit the website [www.rhsc.com.au](http://www.rhsc.com.au) for more information on RHS, its products and Pre-implantation Genetic Screening.

**For further information on the launch event please contact:**

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## **About Reproductive Health Science**

RHS is a developer of advanced single cell genomic technologies focussed on improving health and research outcomes, with over 10 years of technical experience in the field. EmbryoCollect™ is the Company’s lead product designed to increase the chance of a successful IVF cycle by selecting the most viable embryos for transfer by screening for aneuploidy. This is known as Preimplantation Genetic Screening (PGS). RHS is now launching its second product, DOPlify™ for whole genome amplification of single or small numbers of cells. DOPlify™ is applicable to the global Next Generation Sequencing market.