

This was quickly followed, in 2003, with its R&D program in Fluorescent *In Situ* Hybridization (FISH) technology for development of its own Chromosome/DNA Sequence Probes targeted for *in vitro* diagnostic and research medical genetics and cancer markets. The initial development was carried out in the UK until 2006, when it was moved to Canada. About the same time, the ID Labs™ head office was relocated to the more appropriate local University Research Park. In 2008, ID Labs™ intends to add custom Cytogenetic research services on target blood metaphase and sperm cells to its product offerings. Currently, ID Labs™ continues to seek out a dependable and cooperative family of employees, international partners, suppliers and dealers to further strengthen its pipeline of products and world marketing activity, especially through more distributors. ID Labs™ vision is to continue to provide specialists with innovative & cost-effective lab diagnostic & research medical products and custom services of the highest quality, respond quickly to problems, and in- license IP to add to its own portfolio of product development.

Fig 1

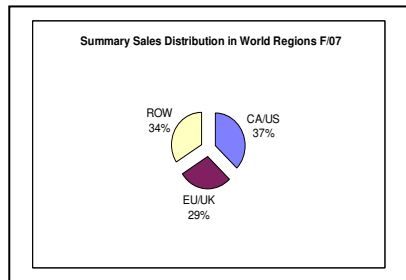


Fig 2

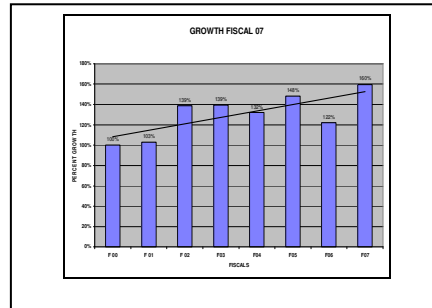


Fig 3

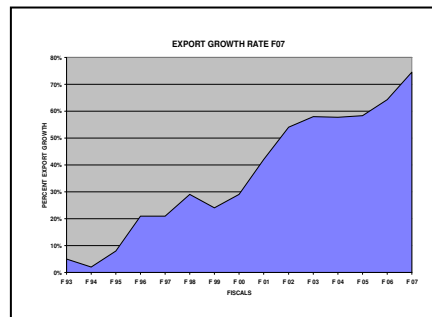
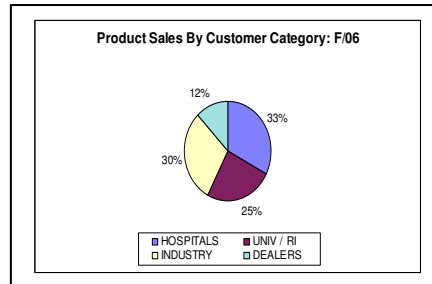
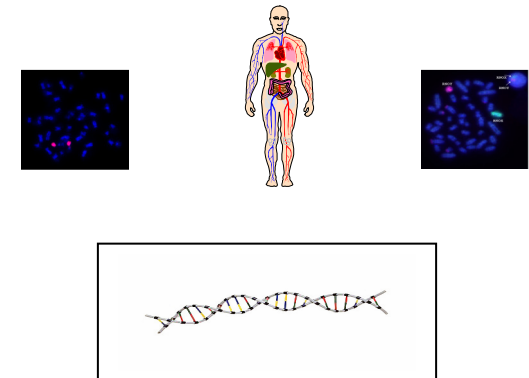


Fig 4



## BRIEF COMPANY PROFILE



Biotech-Life Science Products for  
 Medical Laboratory  
 Research and Diagnostics

WWW.IDLABS.COM

University Research Park,  
 100 Collip Circle, Unit 117  
 London, ON, Canada, N6G 4X8  
 T:1-519-4345057 Fx:1-519-434-2639  
 Email: IDINFO@IDLABS.COM  
 WWW.IDLABS.COM  
**Contact: Dr Reza ( Bijan ) Mazaheri, PhD,  
 President/Scientific Director.**

## THE CEO & THE ENTERPRISE

The CEO and Founder has 15 years of successful entrepreneurial business experience in managing and operating ID Labs™. Additionally, he holds a PhD in the Life Sciences area (London Univ., UK) & got his Post-Doctoral Training in Canada (McGill Univ., Montreal, 1980). He has published more than 50 papers and abstracts during his over 10 years of hands-on work in Canadian academic and hospital laboratories, and this included related management positions. His additional experience included clinical biotech work at Johnson & Johnson's (JNJ) Biotech Clinical Trials Group. At JNJ, he set up, coordinated and managed the first single & multi-centre human clinical trial studies across Canada of biotech-derived, genetically-engineered protein "drugs", like Ortho's antibody (OKT3) and AMGEN's selective Interleukins and block-buster Erythropoietin (rhEPO). Based on such qualifications and experience, ID Labs™ was founded to provide quality knowledge-based services & products as a value-added resource to investigators around the world.

ID Labs™ is a private Canadian business operating since 1991, and is a focused, profitable, market-driven, technology-oriented corporation creating its own IP. We are in niche development, production, and marketing of cutting-edge consumable medical laboratory diagnostics and services in **USA/Canada, Europe/UK, and other world markets, which include Latin America and Australia-Asia.** ID Labs™ services the rapidly growing world market of genomics and proteomics in Pathology, which includes Genetic/DNA diagnostics & research, routine immunopathology as well as cytokine immunology and custom services. ID Labs™ current development activities are focused on Specialty Cytogenetic Media for the pre-natal/Post-natal market, and R&D in

Fluorescent *In Situ* Hybridization (FISH) technology. ID Labs™ is developing its own IP in Chromosome FISH Probes, with single and multiple labels, targeted for the genetic, cancer and stem cell/developmental pathology market ([www.idlabs.com](http://www.idlabs.com), Cytogenetics) (IDetect™ FISH Probe Tests).

## PRODUCTS & APPLICATIONS

ID Labs™' current product groups are:

**1-Chromosome Probes / Molecular Biology**

**2- Cytogenetics by FISH/ Specialty Media**

**3- Immunopathology / Cell Biology**

**4-Custom Cytogenetics/Molecular services**

Selective Products are used in Genetic/DNA laboratory tests of samples taken from patients with suspected cancers or genetic disorders (eg. IDetect™ FISH Probe Tests), whilst others, like AmcelGrow® Media are used in culturing amniotic cells from at-risk pregnant women for genetic studies. Many items are also used in drug discovery studies for product development in the biotechnology industry, or in monitoring "drug" toxicity/chromosome abnormalities, or for gene and protein studies of human pathology in Laboratory Medicine around the modern world.

**Currently, 37% of total sales are in North America (CA/US) whilst 29% are in Europe and UK (EU/UK) and 34% in the rest of the world (ROW) (Fig 1). Against a steady revenue growth over the past few years (Fig 2), export sales have been dramatic over the past 7 years and currently account for 75% of world sales (Fig. 3). Sales to different target Customer Types consist of: 33% to Hospitals, 30% to Industry, 25% to Universities/Research Institutes and 12% to Distributors (Fig. 4).**

## BUSINESS & MARKETING STRATEGY

To best serve its clients, ID Labs™ constantly procures unique products by acquisition of production and/or marketing rights, and adds custom services as appropriate. The Company continues to seek new dealers to add to its growing network of distributors.

## CUSTOMERS & REGIONS

ID Labs™ growing client base includes hospitals, universities, research institutes, biopharma/biotech industry & governments **in over 21 countries and growing across the globe. ID Labs™ invites you to take advantage of its Products, Custom Services to create further successes in your own work.**

## LEADERSHIP & TEAM STRENGTHS

ID Labs™ team includes university graduates with degrees ranging from Bachelors to Doctorates. Management and staff provide over 30 cumulative years of scientific and professional expertise with strong specialized diagnostics, life-science and biotech-related R&D, custom services, niche marketing and bio-business skills.

## BUSINESS DEVELOPMENT PLANS

After 15 years in business, ID Labs™ now enjoys both domestic & international name recognition and has established a growing world customer base. In 1996, ID Labs™ started to globalize its distribution & marketing channels. Consistent with its goals, in January 1999, ID Labs™ leased some laboratory space for its initial work and began to undertake specialized custom services. In 2001, ID Labs™ started its Specialty Cytogenetics Media Section.