



**For Immediate Release:**

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## **ALT BioScience now doing business as PDx BioTech**

*Company name change introduces updated brand and reflects future direction*

**Lexington, KY** (11/10/11) - ALT BioScience, a biotechnology company engaged in the development and commercialization of technologies focused on oral health, is proud to announce that it is now doing business as **PDx BioTech**. The goal of the name change is to introduce the company's updated brand as a point-of-care, oral health diagnostics company focusing on periodontal and related oral health diseases.

"PDx BioTech will continue the company's commitment to oral health technologies," said Russell Sexter, CEO of PDx BioTech. "The change in name reflects our company's vision moving forward as a leader in the periodontal and oral health space. Though we are now doing business under a different name, all core elements of our organization will remain the same," he said.

PDx BioTech is a privately held diagnostics company headquartered in Lexington, Ky. The company's simple quickstrip technology consists of point-of-care diagnostic applications for the detection and monitoring of oral health conditions in people and animals. PDx BioTech's vision is to develop and commercialize innovative biomedical technologies to improve overall health.

The company's first commercial entry is in the companion animal market segment. The product, OraStrip™ QuickCheck Canine, is the first point-of-care rapid-readout test strip for the detection and monitoring of active periodontal disease in dogs. It is designed solely for in-clinic use by veterinary professionals.

Along with the name change, PDx BioTech has adopted a new look and a new logo as well. The changes are effective immediately, and all future business activity will be undertaken with the new name. Please visit us at our new web domain [www.PerioDx.com](http://www.PerioDx.com).

### **About PDx BioTech**

*PDx BioTech is a privately held diagnostics company headquartered in Lexington, Ky. The company's simple quickstrip technology consists of point-of-care diagnostic applications for the detection and monitoring of oral health conditions. PDx BioTech's vision is to develop and commercialize innovative biomedical technologies that improve overall health. The company's first commercial entry is in the companion animal market segment. OraStrip™ QuickCheck is the first quickstrip for use by veterinary professionals in the detection and monitoring of periodontal disease activity in dogs.*

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