



AMERICAN
KENNEL CLUBSM

Press Release

FOR IMMEDIATE RELEASE

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MMI GENOMICS, INC. JOINS AS A SPONSOR OF AKC CANINE PARTNERS PROGRAM

New York, NY - The American Kennel Club announced today that MMI Genomics, Inc., manufacturer of the Canine Heritage[®] Breed Test, the first DNA-based test to identify the breed composition for mixed-breed dogs, will join as a sponsor of the AKC Canine PartnersSM program.

The Canine Heritage[®] Breed Test can help owners unravel the mystery of their mixed-breed dogs by cross-referencing their dogs' DNA with more than 100 AKC recognized breeds. Beyond satisfying owners' curiosity, knowing the breed mix of their pets helps them to better understand and respond to their mixed-breed dog's behavior and training needs.

"We are pleased to have MMI Genomics' support of the AKC Canine Partners program," said Doug Ljungren, AKC AVP of Canine Partners. "This new AKC program for mixed-breed dogs and the Canine Heritage[®] Breed Test are very complementary to one another as they share the goals of enhancing the relationships owners have with their dogs and promoting responsible dog ownership."

"Our nearly two decade long relationship with the AKC laid the groundwork for development of the Canine Heritage[®] Breed Test. Teaming up with the AKC for the Canine PartnersSM program is a logical next step in meeting the needs of mixed-breed dogs and their owners," said Thomas P. Russo, EVP of MMI Genomics.

Starting April 1, 2010, dogs with an AKC Canine PartnersSM listing number will be eligible to participate in AKC Rally[®], Agility and Obedience trials accepting mixed-breed entries. Additional program benefits include lifetime enrollment in AKC Companion Animal Recovery Lost & Found Recovery Service, a complimentary 60-Day trial of the AKC Pet Healthcare Plan, a one-year subscription to *AKC Family Dog* magazine, a frameable Official Decree of Dog Fun and an AKC Canine Partners Decal.

For more information about AKC Canine Partners visit www.akccaninepartners.org.

The Canine Heritage[®] Breed Test was developed by, MMI Genomics, Inc., a proven leader in the science of animal genomics. With the company's long history of canine DNA-based

diagnostic development, validation and analysis, this company maintains its own R&D laboratory, staffed by a team of Ph.D. scientists, which provides state-of-the art, high-throughput DNA testing services to the companion animal industry along with a proven strong customer support team.

For more information about the Canine Heritage® Breed Test visit: www.canineheritage.com or call (800) DNA-DOGG (800-362-3644).

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The American Kennel Club, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit www.akc.org.

About MMI Genomics, Inc. MMI Genomics, Inc. which is a life sciences company that uses DNA to improve animal wellness. Certain statements in this press release are forward-looking and may be identified by the use of a word such as “will”. These statements are based on the Company’s current expectations, but a variety of factors could cause actual results to differ materially from the anticipated results. The Private Securities Litigation Reform Act of 1995 provides a “safe harbor” for such forward-looking statements and the risks and uncertainties that may affect the operations and results of MMI Genomics business include, but are not limited to, factors that might be described from time to time in the Company’s periodic filings with the SEC.