greenovation

- PRESS RELEASE -

greenovation launches new production systems Bryo-Speed™ and Bryo-Master™ for the production of therapeutical proteins for the pharmaceutical industry

From pilot study to stable production: in Bryo-Speed™ and Bryo-Master™ greenovation presents a production platform for custom-made pharmaceuticals – Presentation of the new products at BioProduction 2007 in Berlin

Heilbronn/ Germany – November 1st 2007 – www.greenovation.com. Bryo-Speed™ and Bryo-Master™ are greenovation's innovative production systems for the effective optimization and creation of pharmaceutically highly efficient glycoproteins: The production platform is based on bryotechnology which has been developed by greenovation and enables the genetic modification of mosses in a contained photo bioreactor in a way that they reproduce exactly the desired therapeutic protein – for example a cancer-fighting antibody – according to a given blueprint. Yesterday the company seated in Heilbronn introduced their product innovation at a separate event within the trade fair BioProduction 2007 in Berlin to an interested expert audience. With their innovative technology greenovation owns a unique processing system for developing and producing a new generation of customized pharmaceuticals.

greenovation's Bryo-Speed™ can produce a customized high quality glycoprotein in low quantities according to the specifications of customers within a time frame of four to six weeks. These glycoproteins are suitable for first tests in the laboratory for pilot studies. The long-term system Bryo-Master™ is the subsequent step after Bryo-Speed™ prototyping system.

Bryo-Master™ is employed to create reliable production cell lines which are stable in the long run. These moss cell lines produce the glycoproteins – refined by bryotechnology – in photo bioreactors according to GMP-standards. This guarantees a cost-effective, robust and reliable large scale production for their customers.

greenovation Biotech GmbH ranks first place in the international market with the technological realization of glycoengineering in plants. Their performance spectrum encompasses contract research and development as well as contract manufacturing for the pharmaceutical and the biotech industry. greenovation's core business are both the

production of protein prototypes and desired pharmaceutical proteins on a large scale and the supply of operational production organisms. So far the biotech company has successfully supplied the R&D departments of several pharmaceutical companies with a range of antibodies that are suitable for cancer treatment as well as various other therapeutic proteins.

greenovation uses the small moss *Physcomitrella patens* as a production system which is perfectly suitable for glycoengineering after it has been appropriately genetically modified. In this process not only the structure of the protein is genetically coded but the attached sugar structure as well. This happens according to a blueprint given by the customer.

Proteins and Antibodies that are created with greenovation technology are characterized by their improved efficiency and lower adverse reaction compared to conventional pharmaceuticals. Cancer therapy with bio pharmaceuticals holds an exceptionally large potential since chemo therapy could be reduced or even completely replaced. The application of biopharmaceutical products embraces almost all medical conditions.

greenovation's press material in relation to Bryo-Speed™ and Bryo-Master™ is available upon request. For more information please visit the re-launched website www.greenovation.com.

A profile of greenovation Biotech

greenovation Biotech GmbH has developed an innovative technology for manufacturing and optimizing complex pharmaceutical proteins in moss cells. The so-called "photo bioreactor" is a safe and cost-effective platform for producing bio pharmaceuticals characterized by an enhanced performance and improved efficiency for example cancer-fighting antibodies. The product can be harvested without cell disruption from a medium consisting of few mineral elements and water. Specific genetic modification permits the adaptation of the protein's glycosylation pattern. This technology is globally unique. The privately held biotechnology company, headquartered in Heilbronn, Germany, with research facilities in Freiburg, was incorporated in September 1999 as a spin-off of the University of Freiburg. Venture capital investors are L-EigenkapitalAgentur, Karlsruhe, Mediport Venture, Berlin, the SeedGruppe, Tuebingen and Zukunftsfonds, Heilbronn.

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