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# Interpace Diagnostics Launches New Websites

*New Design to Enhance Branding and Expand Social Media Outreach*

PARSIPPANY, NJ, Nov. 28, 2018 (GLOBE NEWSWIRE) -- Interpace Diagnostics Group (NASDAQ: IDYG) is pleased to announce the launch of its newly designed company website including new product specific sites that allow for increased interactive functionality, enriched content and ease of navigation. In addition, these sites have been modernized to reflect the Company's enhanced branding and appeal. Earlier this year, the Company updated the site's 'Investor Relations' page to provide investors with easily accessible resources regarding Company news, events, presentations, and key financial information.

The new website, product sites, and updated 'Investor Relations' sites are part of an overall social media strategy deployed by the Company earlier this year which included the creation of active [Twitter](#), [Facebook](#), and [LinkedIn](#) accounts. This strategy now supports deeper penetration of the Company's key messages and public relations efforts in the market. In addition, new dropdowns have been added, including a 'Careers' page that allows interested individuals to submit an application for a posted position. Currently, the new website for ThyGeNext™ and ThyraMIR® is live and can be accessed at [www.thygenext-thyramir.com](http://www.thygenext-thyramir.com). Over the next several weeks, the Company expects to also launch new websites for PancraGen®, RespriDX™, and BarreGEN®.

Jack Stover, President and Chief Executive Officer of Interpace, stated, "We are thrilled to debut our new company website to our customers, clients, partners, media, investors and other interested parties at [www.interpacediagnostics.com](http://www.interpacediagnostics.com). In response to growing expectations, we've deployed a new branding and social media strategy that together with our enhanced website can provide all of our stakeholders with better quality and more easily accessible information."

## **About Interpace Diagnostics Group, Inc.**

Interpace is a fully integrated commercial and bioinformatics company that provides clinically useful molecular diagnostic tests bioinformatics and pathology services for evaluating risk of cancer by leveraging the latest technology in personalized medicine for improved patient diagnosis and management. The Company currently has four commercialized molecular tests and one test in a clinical evaluation process (CEP); PancraGEN for the diagnosis and prognosis of pancreatic cancer from pancreatic cysts; ThyGenX® (now ThyGeNEXT™) for the diagnosis of thyroid cancer from thyroid nodules utilizing a next generation sequencing assay; ThyraMIR® for the diagnosis of thyroid cancer from thyroid nodules utilizing a proprietary gene expression assay; and RespriDX™ that differentiates lung cancer of primary vs. metastatic origin. BarreGEN® for Barrett's Esophagus, is currently being "soft launched" with key opinion leaders as we continue to gather data on this assay that will assist us in seeking favorable reimbursement as well as important clinical information.

Barrett's Esophagus is a rapidly growing diagnosis that affects over three million people in the US and over time can progress to esophageal cancer. The Company's data base includes data from over 45,000 patients who have been tested using the Company's current products, including over 25,000 molecular tests for thyroid nodules. Interpace has been designated by the 2017 edition of *CIO Applications* as one of the top 20 companies for providing bioinformatics solutions. Interpace's mission is to provide personalized medicine through molecular diagnostics, innovation and data to advance patient care based on rigorous science. For more information, please visit Interpace's website at [www.interpacediagnostics.com](http://www.interpacediagnostics.com).

## Forward Looking Statements

*This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995, relating to the Company's future financial and operating performance. The Company has attempted to identify forward looking statements by terminology including "believes," "estimates," "anticipates," "expects," "plans," "projects," "intends," "potential," "may," "could," "might," "will," "should," "approximately" or other words that convey uncertainty of future events or outcomes to identify these forward-looking statements. These statements are based on current expectations, assumptions and uncertainties involving judgments about, among other things, future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond the Company's control. These statements also involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results to be materially different from those expressed or implied by any forward-looking statement. Known and unknown risks, uncertainties and other factors include, but are not limited to, the Company's ability to adequately finance the business, its ability to restructure its liabilities and other obligations, the market's acceptance of its molecular diagnostic tests, its ability to retain or secure reimbursement, its ability to secure additional business and generate higher profit margins through sales of its molecular diagnostic tests, in-licensing or other means, projections of future revenues, growth, gross profit and anticipated internal rate of return on investments and its ability to maintain its NASDAQ listing.. Additionally, all forward-looking statements are subject to the "Risk Factors" detailed from time to time in the Company's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q.*

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