Good Start Genetics Announces Newest Launch of Next-Generation Embryo Screening Product
Proprietary Offering Brings Greater Affordability for Best-in-Class Technology for Fertility Populations Globally

Cambridge, MA (May 25, 2016) – Good Start Genetics, Inc., a family genetics information solutions company, announced today the availability of an even more advanced embryo screening offering, with greater affordability for patients, based on its own proprietary sequencing platform and technology exclusively licensed from Johns Hopkins University. This enhanced version of EmbryVu, the company’s preimplantation genetic screening (PGS) test, has been developed to enable detection of segmental aneuploidies, in addition to whole chromosome gain or loss. Because EmbryVu helps fertility specialists select embryos for transfer that have a normal chromosome complement, it is expected to significantly increase the chances of a successful pregnancy following IVF.

“Given the global market opportunity for PGS and the need for better embryo screening at affordable prices, we intend to continue to invest in this very important product area to help even more IVF customers further improve pregnancy rates with the best technologies at prices they can afford,” said Jeffrey Luber, president and chief executive officer of Good Start Genetics. “We will continue to pursue other genetic testing areas where our scientific lead, cost advantages, and national footprint can have broad impact.”

This enhanced version of EmbryVu is available through IVF centers across the country, including IVF centers in the state of New York where the company recently received approval for its newest release.

About Good Start Genetics®, Inc.
Good Start Genetics is an information solutions company delivering best-in-class genetics offerings to growing families. Using advanced clinical sequencing, proprietary methods and information tailored to the individual, the Company’s suite of offerings arms clinicians and patients with insightful and actionable information to promote successful pregnancies and help build healthy families. Its flagship genetic carrier screening service, GeneVu™, is a comprehensive menu of highly-accurate tests for known and novel mutations that cause inherited genetic disorders, and its proprietary and advanced preimplantation genetic screening test, EmbryVu™, based on technologies exclusively licensed from Johns Hopkins University School of Medicine, is helping a wider range of couples find their paths to pregnancy at significantly lower costs. Good Start Genetics complements these offerings with world-class customer care and genetic counseling to help families stay well-informed and best prepare for tomorrow. For more information, please visit www.goodstartgenetics.com or join us on Facebook, Twitter and LinkedIn.

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