



Redefining Drug Discovery

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NEWS RELEASE

ADMETRx & Roche Collaborate on Multicriteria Decision-Making Application

KALAMAZOO, November 13, 2008: ADMETRx, a Contract Research group committed to providing the best *in vitro* ADME discovery support possible, has initiated a collaboration with Roche to advance the development of ADMETRx proprietary multi-criteria decision-making models applied to drug discovery. ADMETRx and Roche both recognize how comprehensive data integration may offer significant advantages to discovery groups in selecting candidates for advancement.

ADMETRx CEO and Chief Scientific Officer Phil Burton, PhD, said, "Effectively using all the data available in a discovery program to prioritize or advance candidates with the best development potential is a significant challenge in the pharmaceutical industry. The multi-criteria decision-making methods developed by ADMETRx are intended to help Roche scientists to make these critical decisions, ultimately improving the success of candidates at each step in the development process."

ADMETRx was founded by Dr. Burton and co-founder Jay T. Goodwin, PhD in 2003. Committed to redefining the drug discovery process, ADMETRx assists pharma and biotech clients in optimizing their lead selection decision-making. Focusing specifically on the ADME research needs of their customers, the company addresses a wide range of relevant issues, from managing capacity challenges to developing sophisticated multi-criteria optimization approaches. Its high quality data integration via advanced techniques and technologies leads to cost savings and improved drug discovery effectiveness. To learn more about ADMETRx and how we can help you meet your drug discovery goals, please call us directly at 1.269.372.3272 or visit www.admetrx.com.