Auxogyn Selected to Present at European BioEquity Conference in Stockholm

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Menlo Park, CA – May 22 2013 – Auxogyn, Inc.,a company focused on revolutionizing the field of reproductive medicine by providing novel scientific and clinically validated solutions to IVF clinicians and their patients,announced that Lissa Goldenstein, CEO and President of Auxogyn will be a featured speaker at the 14th European BioEquity Conference being held today in Stockholm, Sweden. BioEquity is the top European event for life science investors showcasing companies on the forefront of innovation.Presenting companies are hand-chosen based on rigorous selection criteria, including investor validation, upcoming milestones, un-partnered assets and innovative science.

Auxogyn's flagship commercially launched product, the Early Embryo Viability Assessment™ (Eeva™) Test, is designed to improve embryo selection by providing clinicians with objective information to more confidently select embryo(s) for transfer. The Eeva test is enabled by time-lapse imaging analysis and utilizes intelligent computer vision software to automatically analyze key scientifically and clinically validated cell-division parameters. Eeva is clinically proven tohelp IVF teams determine which embryos have the highest developmental potential to grow to the blastocyst stage, a critical milestone in embryo developmentwhich ultimately can help IVF teams achieve better outcomes.

"We're honored to be selected as a presenting company," said Lissa Goldenstein, CEO and President of Auxogyn. "Since our launch last fall, the Eeva test has been helping IVF teams improve embryo selection which ultimately can help couples achieve their dreams of building a family. It is exciting to be here today to share our progress with others on the cutting edge of innovation."

IVF clinics in the UK and Ireland were the first in the world to offer the Eevatest and the company has received significantly positive feedback from the IVF clinics which have since adopted the innovative technology. As a result, the company is planning for rapid expansion beyond the UK and Ireland markets into other parts of the globe.

About IVF
Infertility affects one out of every eight couples in the United States. The demand for assisted reproduction tools and procedures is growing worldwide due to higher infertility rates caused by an increasing maternal age as more women are starting families later in life. This worldwide growth is occurring despite the significant cost per IVF cycle and the low success rate, with approximately one-third of cycles resulting in a live birth. This necessitates the transfer of multiple embryos and/or conducting multiple cycles, leading to greater physical, emotional, practical and financial costs, before determining if pregnancy can be achieved.

About the Early Embryo Viability Assessment (Eeva) Test
The Eeva Test, enabled by time-lapse imaging analysis, is designed to improve embryo selection by providing clinicians with objective information to more confidently select embryo(s) for transfer to help achieve better IVF outcomes. Eeva's proprietary software automatically analyses embryo development against scientifically and clinically validated cell-division parameters discovered by researchers at Stanford University. The Eeva test not only provides novel quantitative information, but

also ensures consistent measurements to assess embryo development versus the manual methods used today in clinical practice. With Eeva's quantitative data for each embryo's potential development, IVF clinics may be able to optimize the treatment path for their patients undergoing IVF procedures. The effectiveness of the Eeva Test was validated in a prospective, multi-center, 54-patient clinical trial with 758 embryos. Embryologists using Eeva were significantly able to improve their ability to identify non-viable embryos relative to traditional methods (86% of the time vs. only 57% of the time when using traditional methods). Additionally, Eeva was able to increase the consistency of embryo assessment across embryologists. Results of this study were presented in July 2012 at the European Society of Human Reproduction and Embryology (ESHRE) Annual Meeting in Istanbul, Turkey.

Eeva is currently CE Mark approved and available for use only in the EU and is pending FDA clearance in the United States. For more information about Eeva, visit eevaivf.com or follow Eeva on Twitter @EevaIVF.

About Auxogyn
Auxogyn is revolutionizing the field ofquantitative information regarding embryo viability that IVF clinicians andinfertility patients can use to make important treatment decisions. Auxogyn is privately held and funded by Kleiner Perkins Caufield & Byers, Merck Serono Ventures, SR One and TPG Biotech. For more information please visit www.auxogyn.com

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