



Media Contact:

Sarah Cavanaugh

MacDougall Biomedical Communications

scavanaugh@macbiocom.com

781-235-3060

iPhone Application to Help Prevent Spina Bifida Launched
--VitaTrack Folate Tracker helps women measure folic acid intake--

FOSTER CITY, CA and WASHINGTON, D.C., July 29, 2010—VitaPath Genetics, the Spina Bifida Association and the National Council on Folic Acid today announced the launch of the free iPhone application—the VitaTrack Folate Tracker— which allows women to track their daily intake of folate and folic acid. Maintaining an adequate level of folic acid prior to and during pregnancy can reduce the risk of serious birth defects like Spina Bifida by up to 70%. Studies show that folic acid may also help prevent congenital heart disease, pre-term labor, and cleft lip and palate.

The U.S. Centers for Disease Control and Prevention (CDC) recommends that women take 400 mcg per day of folic acid in addition to folate from regular diet at least one month before getting pregnant. Studies have shown that the average consumption of folate among women of child-bearing age is well below the recommended level.

“Spina Bifida remains the most commonly occurring, permanently disabling birth defect in this country,” says Cindy Brownstein, President and CEO of the Spina Bifida Association. “Very little is known about its cause, but we are fortunate that research has shown that the risk can be reduced through the daily intake of folic acid and a diet rich in folate. Tools such as this application can help to maximize this risk reduction.”

“Daily intake of folate and folic acid can help in many ways—most notably in the reduction of neural tube birth defects like Spina Bifida,” reflect Norma Ryan and Connie Motter, Co-Chairs of the National Council of Folic Acid. “The National Council on Folic

Acid encourages every woman of childbearing age to take advantage of this valuable knowledge and tools such as the VitaTrack application to ensure she is receiving the necessary amounts of this vital nutrient.”

Designed specifically for the iPhone, the VitaTrack Folate Tracker app will help women ensure that they are consuming the recommended amount of daily folic acid before becoming pregnant. Users can enter the food consumed each date by selecting from more than 8,000 diverse menu items and portion sizes to calculate their folic acid intake.

“This application is a great way for women who are considering pregnancy to assess whether or not they are getting an adequate level of folate in their diet,” said Lee Kao, MD, PhD, a board-certified Obstetrician/Gynecologist and a Reproductive Endocrinology Infertility specialist in practice at Laurel Fertility Care in San Francisco. “In many cases, women will discover that they are far below their recommended intake and should consult their doctor about folic acid supplementation before becoming pregnant.”

The VitaTrack Folate Tracker is available through the iPhone App Store and through iTunes. For more information, including download links, a tutorial and an FAQ on folic acid, please visit www.vitatrack.org.

About VitaPath Genetics

VitaPath Genetics is developing a family of molecular diagnostics to identify women at high risk for preventable birth defects. The Company’s first product candidate is a genetic test to identify risk factors that are associated with the common birth defect Spina Bifida—which can be safely prevented with vitamin supplementation under the care of a physician. For more information please visit www.vpgenetics.com.

About Spina Bifida Association

The Spina Bifida Association (SBA) serves adults and children who live with the challenges of Spina Bifida. Since 1973, SBA has been the only national voluntary health agency solely dedicated to preventing Spina Bifida in future generations and improving the lives of those affected through educations, advocacy, research, and service. For more information, please visit www.spinabifidaassociation.org.

About National Council on Folic Acid

The National Council on Folic Acid (NCFA) was created in 1998 as an educational campaign to educate the public about the importance of folic acid. The campaign was a response to the United States Public Health Service 1992 recommendation that all women of childbearing years should take 400 micrograms (0.4 mg) of folic acid daily to prevent having a pregnancy affected by a neural tube defect.

Today NCFA is a coalition of organizations and individuals that work to empower and educate its members. It provides tools for member use in reaching everyone who would benefit from folic acid. NCFA's mission is to improve health by promoting the benefits and consumption of folic acid. For more information, please visit www.folicacidinfo.org.