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Complete Genomics Named One of the 50 Most Innovative Companies of 2010 by *Technology Review*

MOUNTAIN VIEW, Calif. – Feb. 25, 2010 – Complete Genomics Inc., a third-generation human genome sequencing company, today announced that it has been included in MIT *Technology Review*'s TR50, the publication's 2010 list of the 50 most innovative companies in the world. "The TR50 list is our selection of companies that show the most impressive innovation in commercializing new technologies," said Jason Pontin, editor in chief and publisher of *Technology Review*.

In selecting the year's top innovative companies, TR50 judges reviewed the most important inventions and breakthroughs in several categories, including biomedicine. Complete Genomics received a place on the TR50 list for its ability to provide human genome sequencing and analysis efficiently and affordably.

"Complete Genomics stands out in the highly competitive field of genome sequencing by offering a truly innovative business model," said David Rotman, editor of *Technology Review*. "The company sells its large-scale sequencing services to institutions, not individuals, allowing it to reduce costs. Amazingly, it plans to be able to sequence a human genome for \$5,000 in the near future."

By developing an innovative method of packing DNA onto specially fabricated nanoarrays with unprecedented density, Complete Genomics is able to sequence and analyze it more efficiently, thus increasing throughput while reducing costs. In addition, its proprietary software enables it to conduct the requisite analyses to develop highly accurate, research-ready, assembled sequence and variant data reports.

"We are extremely pleased to be included among *Technology Review*'s TR50, its list of the world's most innovative companies in 2010," said Dr. Clifford Reid, chairman,



president and CEO of Complete Genomics. “*Technology Review* editors recognized the potential for our outsourced large-scale human genome sequencing and data analysis service to accelerate human disease research.”

About Complete Genomics

Founded in 2006, Complete Genomics is a California company that has developed a novel approach to sequencing human DNA that is revolutionizing the human genome sequencing industry. Complete Genomics combines its proprietary third-generation DNA sequencing technology with its high-performance computing capabilities to deliver low-cost, high-quality genomic data on an unprecedented scale. The company is currently building the world’s largest human genome sequencing center. This development will allow academic and biopharmaceutical researchers, for the first time, to conduct large-scale complete human genome studies that will help identify the genetic underpinnings of complex diseases and drug responses. For additional information about the company, please visit <http://www.completegenomics.com>.

About Technology Review, Inc.

Technology Review, Inc., an independent media company owned by [MIT](#), is the authority on the future of technology, identifying emerging technologies and analyzing their impact for leaders. Technology Review’s media properties include *Technology Review* magazine, the oldest technology magazine in the world (founded in 1899); the daily news website TechnologyReview.com; and events such as the annual [EmTech@MIT Conference](#).

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