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Product Photos and Executive Headshots Available

Interactive Education and Genetic Testing to Take Center Stage in Cancer Prevention
i.d.e.a.s. Announces Partnership with InterGenetics, Inc.

Advancing the fight against cancer, **i.d.e.a.s.**, the Orlando-based creative content studio, and **InterGenetics**, the Oklahoma City-based cancer risk testing and treatment company, announced today a long-term business partnership. Together, the two companies will combine new scientific and digital-storytelling technologies and techniques to deliver a comprehensive, visually innovative and medically-sound interactive education program to help women better understand genetic testing, enhancing preventative healthcare.

To introduce the InterGenetics product suite, the i.d.e.a.s. team will exploit innovative entertainment technologies to create patient and healthcare provider education and communication tools. “We are working with a healthcare model that not only screens for an illness, but provides the education paramount to managing risk and preventing illness,” says **Bob Allen, Principal Executive and Chief Story Telling Officer** at i.d.e.a.s. “The interactive patient education program we are designing will guide each patient through the process, from taking the test, to understanding the results and helping the clinicians explain to their patients what to do next. We want ultimately to help patients re-take responsibility and control of their health.”

InterGenetics’ initial product offering, **OncoVue™**, is the world’s first genetic-based, risk predictive test for breast cancer that is applicable to all women. The age-specific genetic test provides a numeric risk score to the patient and her physician for use in managing her risk level. By identifying women at risk for breast cancer and initiating prevention and disease management protocols, OncoVue™ can help women and their physicians influence their genetic future. The OncoVue™ test is easy to use and is administered via a swish and rinse methodology.

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“We now have a tool to better identify the high risk population for breast cancer in the general population,” comments Dr. Craig D. Shimasaki, InterGenetics President and CEO. “But with more high risk women being identified there will be less time for medical personnel to fully explain to their patients what their risk means, and the opportunities to apply preventative measures during a short doctor’s visit. That’s where i.d.e.a.s.’ expertise and ability to engage people through innovative learning environments comes into play. We are thrilled to have a strong partner creating patient learning environments where comfort, knowledge and training are equally dispensed.”

Managing the OncoVue™ education component and planning for future product roll-outs, Duncan Kennedy, Director of Creative Development at i.d.e.a.s. explains the long-range goals, “We’re creating an integrated suite of multi-media, print and web-based content for release when OncoVue rolls out this fall.” As new testing products become available for diseases beyond breast cancer, i.d.e.a.s. will develop, with content help from oncologists and genetic counselors, innovative materials to explain the different prevention and care protocols. Kennedy continues, “It is important that patients easily understand the genetics, what the test results mean, and what can be done after receiving the results. We want the entire experience to be a positive opportunity for education and action that translates into long and healthy lives.”

In addition to breast cancer risk testing, InterGenetics has a promising research pipeline of predictive tests covering a range of cancers and diseases. “InterGenetics is firmly positioned as a key innovator in cancer and proactive, patient centered wellness,” states Allen. “We are pleased to be in business with an organization with the core values and commitment that InterGenetics brings to the people they will serve.”

About i.d.e.a.s.: (www.integrityarts.com) After 13 years of operation as part of The Disney-MGM Studios, i.d.e.a.s. was acquired by its founder, Bob Allen, from The Walt Disney Company as part of a management buyout in July of 2001. A widely respected story consulting, production and post-production company, i.d.e.a.s. develops integrated communication tools and solutions, handling everything from story concept and development, creative design, video/DVD production, simulation training, high definition (HD) production, original content programming, and guest experience review.

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About OncoVue™: The InterGenetics OncoVue™ breast cancer risk test combines genetics, personal history, and environmental factors to determine a woman's lifetime and age specific risk of developing breast cancer. The test is a once in a life-time, simple mouthwash test that analyzes DNA from a woman's cheek cells using InterGenetics' proprietary algorithms involving over 1.3 million gene combinations to produce a risk prediction. The test will be released in a phased roll out during the fall of 2005 through the Breast Cancer Risk Testing Network (BCRTN), a system of Breast Care Centers throughout the United States engaged in frontline genetic identification of breast cancer risk levels in their patients.

About InterGenetics, Inc.: (www.intergenetics.com) Based in Oklahoma City, OK, InterGenetics is an emerging life sciences firm dedicated to the pursuit of cancer genetics, cancer prevention, cancer diagnostics and cancer therapeutics. Scientists at InterGenetics have discovered a complex algorithm of multiple gene combinations related to breast and other cancers by testing more than a million combinations of genes. The company's scientific advancements produced a breakthrough method to predict the risk of developing breast cancer and other cancers. The company will introduce its first commercial product, OncoVue™, a genetic-based risk assessment test for breast cancer, in the fall of 2005.

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