



FOR IMMEDIATE RELEASE

AVIIR ATTENDS EVENT IN HONOR OF THE 2011 AMERICAN MUSIC AWARDS AS PART OF ITS EFFORT TO RAISE NATIONAL AWARENESS OF CARDIAC HEALTH

December 7, 2011 (Irvine, CA) – Aviir, Inc., a biotechnology company with a clinical laboratory specializing in diagnosis and monitoring of cardiac disease, including both proprietary and standard tests, announced that it participated in a pre-event party at the American Music Awards. A wide range of renowned artists, musicians and actors attended the November 19 event at Ben Kitay Studios in Hollywood.

“While it may appear unusual for a biotech company to sponsor a Hollywood music event, our intention was to bring awareness to cardiovascular disease by talking about it with trend-setters and role models. Many of the attendees were not aware of how many American men and women die from this disease, or, how easily preventable the disease is by using the right diagnostic evaluation and making appropriate lifestyle choices.” said Douglas Harrington, M.D., Chief Executive Officer of Aviir Heart Laboratories. “We hope to reach the next generation of boys and girls through the musicians they listen to. While they may purchase the same sneakers as their favorite musician, we hope they might also model that musicians’ heart healthy behavior.”

Dr. Harrington added, “The AMA event was a chance for Aviir’s team to combine business and pleasure. At our core, we are focused on helping people live long, healthy and enjoyable lives. Also, my team and I love rock and roll. So, this event was a terrific opportunity to celebrate great American music, while educating celebrities and guests alike about cardiac health.”

Cardiovascular disease is the leading cause of death in the United States, yet it is largely preventable. Statistically, more than 50% of people that experience a heart attack have normal cholesterol levels.¹ The impact of heart disease on women is particularly significant – more women than men die each year of heart disease. Although 1 of 25 women will die of breast cancer every year, experts estimate that cardiovascular disease kills 1 of every 2 women annually². Knowing a person’s risk of heart attack is the foundation for prevention. The 2010 ACCF/AHA Guidelines recommend an objective risk assessment for all asymptomatic adult patients beginning at age 20 and repeated every 5 years.³

Aviir offers two risk evaluation options so consumers will understand their risk of experiencing a heart attack – both are simple blood tests that can be ordered by their doctor. The first option is the Aviir MIRisk™ Evaluator™. MIRisk uses a complex algorithm to determine the probability of

¹ Sachdeva et. al. “Lipid levels in patients hospitalized with coronary artery disease: analysis of 136,905 hospitalizations in Get With the Guidelines”, AMJ, Vol. 157, Issue 1; 2009.

² 10Q Report: *Advancing Women’s Heart Health through Improved Research, Diagnosis and Treatment*, Society for Women’s Health Research, June 2011.

³ Greenland et al., *Circulation*, 2010, 56: No. 25.

experiencing a heart attack within the next five years. For those individuals that are found to be at intermediate risk based on MIRisk, Aviir offers a more comprehensive evaluation through TruRisk. The TruRisk option evaluates the levels of seven proteins present within blood, and integrates clinical risk factors such as family history and age into a single 5-year risk score. These protein levels correlate directly to vulnerable plaque, a direct contributor to heart attacks and other cardiac diseases. In addition to MIRisk and TruRisk, Aviir will be offering the doctors and cardiologists of these high-risk patients custom recommendations for lifestyle changes based on each test result, aimed at mitigating their risk and improving their heart health.

About Cardiovascular Disease

With over 80 million people in the United States currently having some form of cardiovascular disease, it is the leading cause of death in the United States with more than 400,000 losing their lives each year. Of the greater than 1.2 million heart attacks per year, many of the afflicted individuals were not even aware that they were at risk. Cardiovascular disease is the single leading cause of death for women in America and most developed countries. With this number expected to grow substantially, the health economic burden is staggering. In 2010, it was estimated that the combined direct and indirect costs associated with cardiovascular disease were \$444 billion. Each heart attack that is prevented can reduce healthcare spending by \$760,000 to \$1 million.

About Aviir

Aviir was founded in 2005 by cardiologists and scientists from the Stanford University School of Medicine to focus on discovery, development and commercialization of innovative diagnostic tests . The biotechnology company specializes in developing proprietary diagnostic tests that will assist in identifying patients that are truly at high risk for the development of a cardiac event. Aviir's proprietary MIRisk and TruRisk assessments objectively identify, by a simple blood draw, individuals who are at a high risk of a cardiac event over the next five years.. Aviir's CLIA laboratory (Irvine, CA) complements these novel tests with a wide range of additional tests for risk assessment and therapeutic monitoring of cardiovascular disease and related metabolic disorders – including pharmacogenomic and genetic tests. The company has adopted a unique clinical laboratory service model to provide physicians better diagnostic tools that improve cardiovascular health of their patients. The company is privately owned and funded by leading life science venture capital firms.

Please visit www.aviir.com for more information. For media inquiries, please contact:

Aviir, Inc.

Vivie Sumadi

vivie.sumadi@aviir.com

949-398-6310