



Genetics for the Public: First Annual Consumer Genetics Show in Boston June 9 -11, 2009

Cambridge, MA – January 6, 2009 – The First Annual Consumer Genetics Show www.consumergeneticsshow.com announced today that it will open its exhibit hall to the general public. The first conference of its kind, it will showcase both genetic testing companies offering a wide variety of products, as well as the genetic tool companies that enable the science in this emerging health care specialty.

As personal genetic testing becomes a more prevalent subject in the mainstream media, consumers have become increasingly fascinated with the idea, but remain confused as to which tests or services may best suit their needs.

“[The First Annual Consumer Genetics Show](#) will provide a forum at which our company will be able to highlight and differentiate our tests for healthcare providers and consumers,” said Lewis Bender, CEO of [Interleukin Genetics, Inc.](#), who will be speaking at the show and whose company will be exhibiting. “This forum will allow us to interact directly with the public on how the results of genetic tests can provide an individual with clear guidance in a personalized manner to improve one’s quality of life.”

“Allowing the public access to the exhibit hall will give consumers an understanding of the various genetic tests and products on the market, as well as provide insight as to which of these tests may be most appropriate for their needs,” said John Boyce, President of DNA Like Me, Inc., the host and organizer of the [First Annual Consumer Genetics Show](#). “Companies that provide the genetic tools, next generation sequencing platforms and SNP analysis instruments, for these tests will also be present thus allowing the consumer to gain an understanding of the fidelity of testing in these various personalized genetic services”, Boyce added.

For an admission fee of [\\$15 USD per person](#), a total of 1,500 registrants from the genetic research community and the public will be allowed access to the exhibit hall. Given the overwhelming interest in the show, those planning to attend are encouraged to [register](#) in advance in order to save a spot. Exhibitor and attendee registration forms, as well as more information about the First Annual Consumer Genetics Show, can be found at www.consumergeneticsshow.com.

[Interleukin Genetics](#) has developed and commercialized genetic tests for assessment of risk of early heart disease and tooth loss due to periodontal disease, as well as a genetic test that provides

information on a person's nutritional needs. The company will be launching a genetic test in 2009 that will guide an individual on how best to lose weight and keep it off.