



BioNanomatrix Completes Name Change to BioNano Genomics

New Name Reflects Focus on Genomic Applications for Game-changing Platform that Delivers Comprehensive Analysis of Whole Genomes

SAN DIEGO and MONTREAL—OCTOBER 11, 2011—BioNanomatrix, Inc. has changed its name to [BioNano Genomics](http://www.BioNanoGenomics.com). By adopting the new name, the Company is communicating its position as a solution provider for genomics researchers who want to fully understand the biology of the genomes at the core of their research. The change follows the recent establishment of new corporate headquarters in San Diego, the appointment of new leadership, and additional new investment.

BioNano Genomics made the announcement at the [12th International Congress of Human Genetics / 61st Annual Meeting of the American Society of Human Genetics](#) in Montreal, Canada. Accompanying the change, BioNano Genomics also released a newly revamped website located at www.BioNanoGenomics.com.

The corporate re-branding reflects the Company's expanding focus on delivering genomic applications for its nanoAnalyzer System®, a platform that uses single-molecule imaging to visualize extremely long nucleic acids and reveal genome architecture in its native state. BioNano Genomics makes full genome understanding more accessible to researchers and clinicians who seek simpler ways of examining whole genomes while extending their investigations beyond the realm of variation at the level of only a few nucleotides.

“The change reflects the next evolution of our company as we commercialize a platform that complements and extends the reach of existing genomic technologies by providing the long-range view of genomic variation,” said BioNano Genomics President and CEO Dr. R. Erik Holmlin, “BioNano Genomics is intensely focused on helping the research community achieve a more comprehensive understanding of genome biology by developing insight into how the different components of a genome are organized. This understanding should provide the context that has been missing in our understanding of the link between phenotypic variation and genomic variation.”

Combining the latest in nanotechnology and biotechnology, the BioNano Genomics nanoAnalyzer System empowers researchers to visualize the entire genome and image extremely long molecules with single-molecule resolution. Researchers avoid the bias of amplification or shearing as they observe architecture and context across the whole genome, providing unprecedented genome insight.

About BioNano Genomics

Headquartered in San Diego, BioNano Genomics is delivering an altogether better way of gaining a fully informed understanding of genomes. The Company's nano*Analyzer* platform provides researchers and clinicians the most comprehensive, organized and actionable picture of a genome with unprecedented insights into how the individual components of genomes are ordered, arranged, and interact with each other. BioNano Genomics works with institutions in life science, translational research, molecular diagnostics and personalized medicine. The Company is supported by grants from genomics programs at agencies, including the NIH and NIST-ATP.

www.BioNanoGenomics.com

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