



**For Immediate Release**

**Pharmagene appoints David Briscoe as Commercial Director**

**Royston, UK, 13 March 2001** - Pharmagene (LSE: PGN) plc today announced the appointment of Mr David Briscoe to the newly created post of Commercial Director, where he will be responsible for sales, marketing and commercial development

Mr Briscoe brings to Pharmagene some 25 years' experience of the Life Science industry. He joins from Incyte Genomics Ltd where, as President, he managed all European operations, including sales, marketing, customer service and administration. Previously, he held the position of Vice President of International Therapeutic Sales at Chiron, where he was responsible for developing the commercial business and pharmaceutical market presence of Chiron Therapeutics in Asia, Africa, and the Pacific Rim. Prior to Chiron, Mr Briscoe managed sales operations at Schering Plough and Bristol Myers Squibb. Mr Briscoe received a BSc degree with honours in Zoology from London University.

"The commercial side of Pharmagene's business is a key focus and we will continue to grow the company by setting ambitious goals for 2001," said Dr Alastair Riddell, Chief Executive Officer of Pharmagene. "David's depth of experience in this area will help us to achieve our objectives and build shareholder value."

"Pharmagene has a tremendous opportunity in the global pharmaceutical marketplace," commented Mr Briscoe. "Our human tissue approach has been validated by our partners internationally, and we are now poised to increase our share of these markets through our business offerings."

Founded in 1996, Pharmagene is a human tissue-based business serving the pharmaceutical and biotechnology industries. It is dedicated to improving the efficiency of the drug discovery and development process. Pharmagene has three inter-dependent businesses, PhaseZERO™, Pharmabase and Pharmagene Therapeutics. Further information on Pharmagene can be found at [www.pharmagene.com](http://www.pharmagene.com).

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