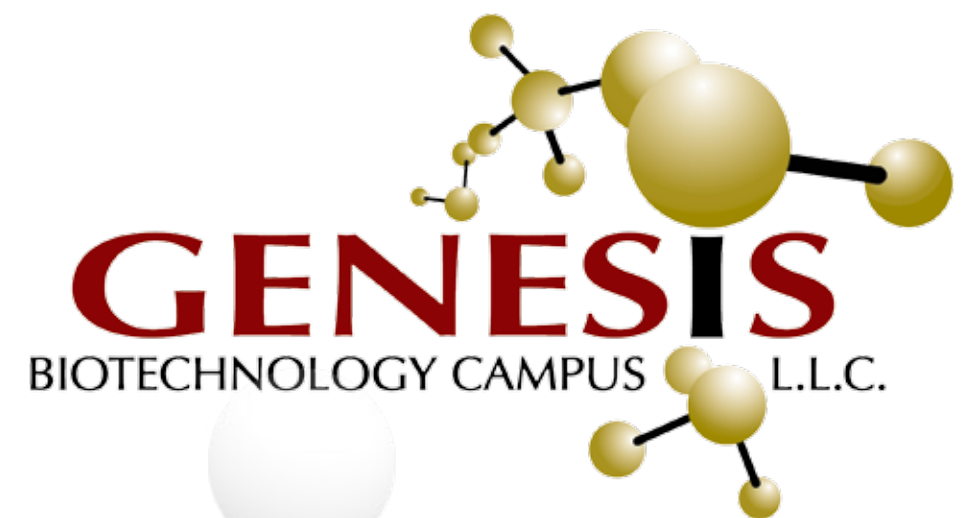




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[www.genesisbiotech.org](http://www.genesisbiotech.org) • 1-877-300-4GBC (4422)



*Welcome to...*

**GENESIS BIOTECHNOLOGY CAMPUS, L.L.C.**

*a place for new beginnings..*

*exceptional ideas...*

*and innovative discoveries!*



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**Worldwide Medical Products, Inc. (WWMP)** – a technologically advanced, quality-driven provider of essential laboratory wares and services to the scientific community, is dedicated to exceeding the wants and needs of our clients. Our mission is to utilize our unique comprehension and understanding of the research and development market, while maintaining the ability to respond and adapt to our clients needs. The personal attention and custom-tailored solutions our clients deserve are ultimately achieved through the collaboration of our team of technical and professional consultative representatives.

Our **BioExcell™** High Fidelity Research Products are the core of WWMP's laboratory supply division. The **BioExcell™** brand is the culmination of WWMP's years of experience and expertise, which has deemed these products to be the essential tools needed for every lab to succeed. **BioExcell™** products represent the broad spectrum of laboratory supplies that fit the needs of today's cutting edge research. These premium grade products are subjected to stringent testing and feature precise tolerances so that you may be rest assured that you are getting the highest quality products available.

Our customer service team is dedicated to bring individual attention, prompt delivery, and competitive pricing to suit every client's needs. We are driven to uncover each client's unique profile and strive to maintain the flexibility to respond quickly to the requirements of your ever-evolving business. Our philosophy is to "meet and exceed" every client's expectations.

For a complete view of WorldWide Medical Products' services and product offerings, please visit our web site at [www.wwmponline.com](http://www.wwmponline.com). We look forward to serving your company needs today and in the future.



**BioExcell™**  
High Fidelity Research Products



WorldWide Medical Products, Inc.  
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## Our Mission

The Genesis Biotechnology Campus (GBC) has been designed to promote the creation and application of new knowledge that will provide economic and social benefits to the community, the environment, and human health through an integrated systems-based scientific strategy. GBC is a place that encourages and supports the creation of innovative projects that cross traditional disciplinary boundaries. For this purpose GBC consolidates research activities in the fields of biotechnology, molecular biology, genome research, biochemistry, nano and biophysics, bioinformatics and computer science on a single campus. This state-of-the-art facility will cultivate research partnerships between highly productive research teams.

**"... provide a framework for enhanced excellence in cutting edge research through scientific collaborations and product market implementation."**



## Goals and Objectives

- Facilitate the sharing of intellectual and physical resources.
- Establish a critical mass of biotechnology-focused companies in a single location.
- Stimulate economic development by assisting biotechnology and "start-up" companies to rapidly commercialize discoveries that could accelerate research or improve human health.
- Develop high-throughput research tools that focus on why diseases occur and to rapidly apply such knowledge to assist patients' diagnosis and prognosis.



# Genesis Biotechnology Campus History

GBC was founded and designed by scientists, who envisioned the formation of scientific centers of excellence, to provide all of the scientific and non-scientific infrastructure needed for potential “start-up” companies and scientists. Created by scientists, GBC’s incubators are designed to accommodate a vast range of life-science disciplines with supportive scientific amenities like tissue culture rooms, cold rooms, and centrifuge machines. In addition, other “high end” instruments like real-time PCR and liquid DNA chip technology are available to use/lease by potential scientists.

GBC also provides lease options on all laboratory instruments through WorldWide Medical Products, Inc. (see page 16). WorldWide Medical Products provides a wide variety of laboratory consumables to the GBC community within one hour of order placement.

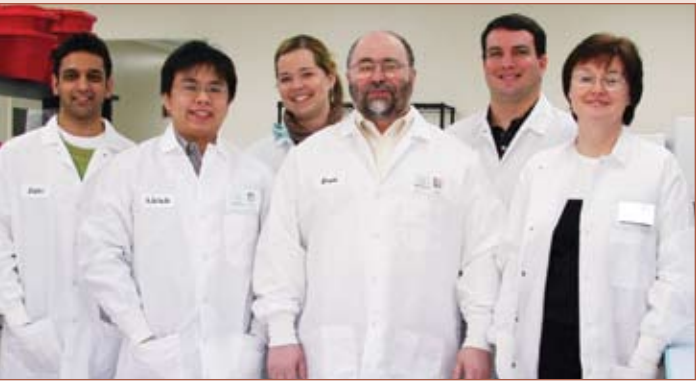


## Humigen, The Institute for Genetic Immunology

HUMIGEN L.L.C., the Institute for Genetic Immunology, is a basic research company whose mission is to understand the relationship between human health, the genetics of the immune system and the development and severity of disease. Just as genetics determine common traits such as hair and eye color, they control how the human body responds to pathogens. In infection, this means that diseases may be fatal or not, or last longer or shorter. Understanding these processes will someday make a difference to treatments offered. In addition to infection, so-called “complex” or “autoimmune” diseases often occur when the immune system turns against the body. Diseases such as Lupus, Arthritis, Asthma, Psoriasis and Crohn’s disease are examples of autoimmune diseases. Understanding how immune system genetics function will bring new diagnostic and treatment options to such patients and their families. HUMIGEN is not going to solve all of these problems, but we are going to contribute to their solutions. We are looking for high quality scientists and clinical partners who are motivated and interested in addressing these questions. Come and join us you can also visit the group at <http://www.humigen.org>.



# Current Tenants



Research at HUMIGEN is directed towards understanding these phenomena and initially, is following four innovative lines of research:

- 1) How do pathogens avoid the human immune system?**  
Researchers at HUMIGEN have discovered new molecules that may allow bacteria to “mop up” the messages used to activate human immunity; in so doing, these bacteria are able to grow unhindered. We are working to define the action of these new molecules and design agents that will neutralize this threat.
- 2) How are immune system messengers controlled?**  
Here at HUMIGEN, we understand that some people make immune messengers faster than others. This allows pathogens to grow faster in some people, causing more severe diseases. Understanding the human genetic markers that predict this behavior may allow us to predict which individuals will be at greater risk in, for example, an influenza pandemic.
- 3) How is immune system control disrupted in Crohn’s Disease?**  
Crohn’s disease, and its cousin Ulcerative Colitis, are crippling diseases of the digestive system. There are strong genetic links to these diseases, but the actual genetic variants which cause disease are not defined. At HUMIGEN, we are exploring the relationship between infections in the digestive system and genetic variants that allow the response against these infections to be turned against the bowel itself, triggering disease.
- 4) How can new immune messengers modulate disease?**  
Recently, scientists at HUMIGEN discovered a novel control mechanism in the human immune system which, when disrupted is important cause of asthma. We are currently defining the key genetic markers in this control mechanism which make people susceptible to asthma and learning how to re-exert control in asthma patients.

# Mercer County Location



- Conveniently located in the Northeast Corridor between New York (60 miles) and Philadelphia (40 miles).
- Direct access to I-195 (less than ½ mile) and minutes from the New Jersey Turnpike (3 miles), Route 130 (½ mile), I-295 (3½ miles).
- Minutes to the Trenton and Hamilton Train Stations with Northeast Corridor service by New Jersey Transit and Amtrak.
- GBC is located approximately 48 miles from Newark International Airport (major Hub of Continental Airlines) and 50 miles from the Philadelphia International Airport (major Hub of US Airways).
- Close to Princeton University and other Corporate Biotechnology neighbors including Bristol-Myers Squibb, Tyco, Merck, and Johnson & Johnson.
- GBC’s central location provides access to the region’s abundant and highly-skilled labor pool. Many restaurants and shops, such as Wal-mart, BJ Wholesale Club, Kohl’s, Lowes, Barnes & Noble, Lonestar Steakhouse, Ruby Tuesday’s, Chili’s, Chick-fil-A, Panera Bread, and Home Depot are located nearby.
- Conveniently located 1 mile away from the Hilton Garden Inn.



# GBC Strategic Partnership



# Out of the box Science

GBC was founded to provide the amenities and infrastructure for start-up to medium-sized companies with limited resources.





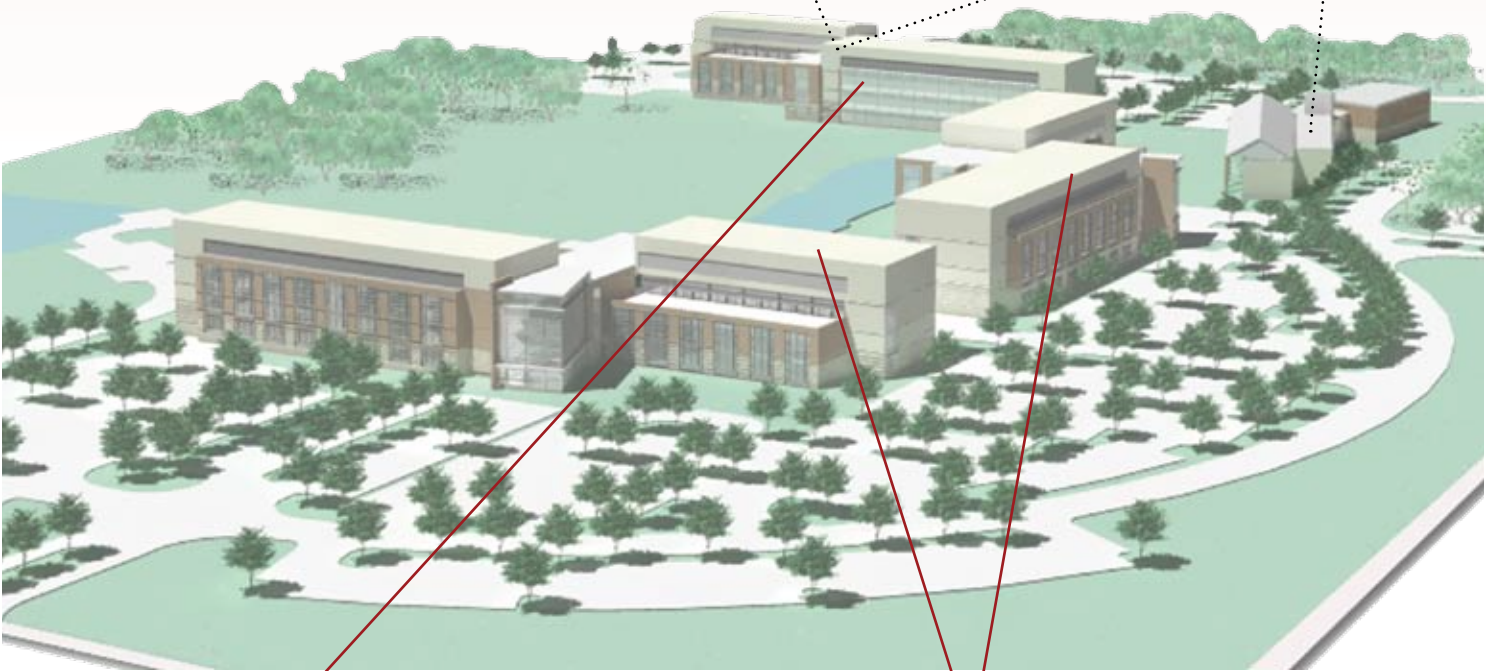
# GBC Facility Information

## Overall Site:

- Total of 410,000 sq. ft.
- Three Research and Development, laboratory, office, flex buildings
- Amenity building
- Vivarium on location
- 1,264 Available parking spaces



Amenity Building



## Phase 1

- 120,000 sq. ft. laboratory/office and common space facility
  - 2 main wings, 60,000 sq. ft. per wing
  - 3 floors per wing - 20,000 sq. ft. floor plates
- Projected Occupancy
  - 40,000 sq.ft. (3rd floor of both wings) - Humigen, L.L.C.
  - 40,000 sq.ft. (1st & 2nd floors of South wing) - Incubator Laboratories \*
  - 40,000 sq.ft. (1st & 2nd floors of North wing) - Tenant fit-out space
- 20,000 sq. ft. Amenity Building
  - Contains an auditorium, conference rooms, fitness center, locker rooms, campus store, museum and library.

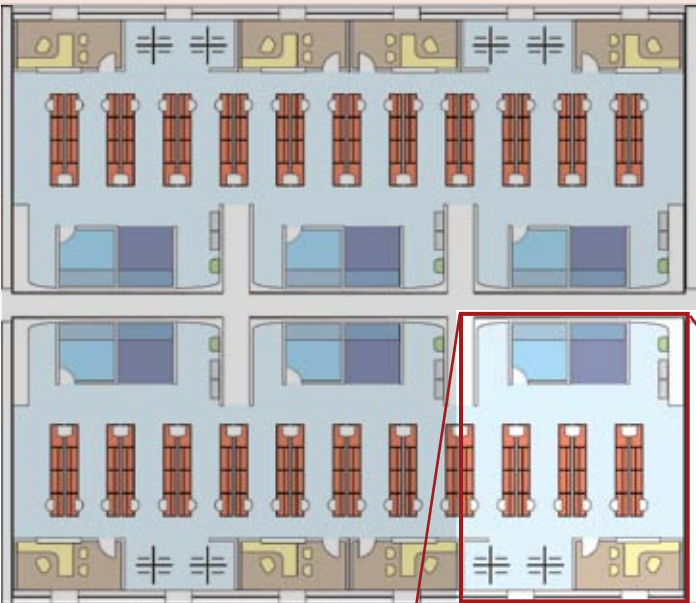
## Future Phases

- 260,000 sq. ft. laboratory/office facility (2 buildings)
  - 2 main wings per building
  - 60-80,000 sq. ft. per wing
  - 3 floors per wing - 20,000 sq. ft. floor plates
- Vivarium (rodent and avian)
- 10,000 sq. ft. Day Care Facility

\* Multiple units of 800 square feet each containing a bench, sink, hood and an office. Multiple units can be customized.

# Incubator Layout

These state-of-the-art Incubator rooms can be reached through a glass-cased corridor that allows visitors to see scientific studies performed while keeping the environment sterile. Each scientific area comes with a Principal Investigator (PI) office, cubical area, laboratory workbenches, refrigerator/freezer area, centrifuge area, and tissue culture rooms. The open environment also provides a friendly atmosphere with endless possibilities.



Fume Hood Room



Tissue Culture Room



Centrifuge Machine Area



Multiple Workbenches



Freezer/Refrigerator Area



Cubicle Area



Principal Investigator Office



# Financial Advisors

Through our relationship with our in-house accounting and legal departments and the MCM Group of Merrill Lynch, we have designed a strategic platform to allow the different pieces of your financial life to work together to create, build, and protect wealth.

For additional information or to discuss your specific needs, please contact the MCM Group toll-free at 800.295.8531. You can also visit the group at <http://fa.ml.com/mcm>.

- Advice & Guidance
- Banking Services
- Investments
- Credit & Lending
- Retirement
- Personalized Services Commitment Model



Neither Merrill Lynch nor its financial advisors provide individual tax or legal advice. Clients should review any plan financial transactions that may have tax implications with their own tax and legal advisors. © 2007 Genesis Biotechnology Campus, L.L.C.

# Hospitality Accommodations

## Hilton Garden Inn

- 105 Rooms
- Pool and Exercise Room
- 3,300 sq. ft. Ballroom / Meeting Space
- Business Center
- Wireless Internet
- T.G.I. Fridays on the site



# Featured Amenities

## Research Amenities

- **Office/Laboratory**
  - Telephone Connection
  - Internet T1 Connection
- **Conference Room**
  - Telephone Connection
  - Internet T1 Connection
  - Video Conferencing
  - LCD Projectors
- **Library**
  - Research Publications
  - Scientific Periodicals
- **Auxiliary Services**
  - Telephone and Internet T1 Connections
  - Photocopy/Facsimile Center
  - Custodial/Waste Disposal
  - Hazardous and radiological waste disposal
  - Small and large lab equipment leasing options
  - Storage space
  - Access to library and scientific journals
  - Laboratory supplies delivered within 1 hour



- **Common Equipment**
  - Centrifuge Machines
  - Scintillation counter
  - Walk-in refrigerator, -80°C Refrigerator Space
  - Tissue culture hoods and incubators
  - Real-time PCR machines
  - Automated DNA Extraction Systems
  - DNA sequencing services
  - FACS analyzer
  - Luminex (liquid DNA chip technology)
  - 2-D Protein System
  - Fluorescent/Confocal Microscopy

## On-Campus Amenities

- Auditorium (200 person capacity) with state-of-the-art communications
- Conference Rooms
- Fitness Center
- Locker Room
- Campus Store – discounted bulk merchandise
- Museum
- Day-care (Future Phase)
- Walking trail, lake view, gardens, scenic views and landscaping





# Customized Services



In addition to providing the scientific space and equipment, GBC also offers value-added services to take the worries out of running your business. Services such as Information Technology, Accounting, Legal and Human Resources are readily available to assist GBC occupants with their growing businesses.



## Information Technology

- Software Development
- Network & Systems Administration
- Web Development
- Graphic Design
- 3-D Computer Graphics



## Business Consulting

- Corporate Law
- Intellectual Property Law
- Contracts



## Human Resources

- Employee Training
- Recruitment
- Benefits
- Payroll
- Employee Relations



## Accounting

- Grant Management
- Bookkeeping
- Tax Services
- Financing
- Accounting Software

## Operational Services

- Janitorial
- Maintenance / Property Management
- Construction
- Security
- Offices Services

# Operational Services



Sherute, L.L.C. (Sherute) is a multi-disciplinary construction management and facilities service company providing professional, efficient and cost-effective solutions to small and large commercial clients in New Jersey.

Headquartered within one mile of GBC, Sherute is ideally located to service not only the needs of the Campus, but also the needs of the scientists within the GBC community.

Sherute provides campus-wide services such as Landscaping and Snow Removal, Construction Management and Security Services as well as common area maintenance and custodial services. For the individual community members, Sherute's maintenance and custodial staff of experienced and friendly professionals are available to assist you in the maintenance of your work space. Additional services available to the scientific community members include security, mail, shipping, and receiving.

Sherute's services allow scientists to focus on their actual work and not on the infrastructural details associated with every day operations.



GBC Community Members can choose from the following Sherute services:

**Maintenance**  
The Sherute Maintenance staff can handle all of your simple repair needs. With one call to Sherute, pictures can be hung, shelves can be mounted, and simple repairs completed. For those more complex maintenance issues, the Sherute staff will arrange for task-specific professional technicians to conduct equipment repairs, instrument calibration and so on. Either way, Sherute has you covered!

**Janitorial**  
Sherute's full-service Janitorial component is equipped to serve the every day needs of your business. From emptying trash to dusting to vacuuming, mopping, stripping and waxing, the Sherute janitorial staff is available to help you maintain a clean, sanitary working environment.

**Construction Management**  
Sherute's construction management team can assist you with everything from furniture moves to redesign and construction of your office space.

**Security**  
Sherute's security services include the installation and maintenance of electronic card access control systems. Sherute can also manage your employee database within its central monitoring system to ensure that your employees have restricted access to specific rooms within your leased space if desired.

**Mail/Shipping/Receiving**  
This division of Sherute will sort incoming mail and packages at a centralized location within GBC with delivery promptly to your door. Sherute employees will also pick-up and process your outgoing mail and packages and provide discounted shipping rates utilizing shipping partners such as **DHL** and **FedEx**.





# Human Resources

Employees are your most valuable asset and their effective management is essential to your long-term success. Our Human Resources services can assist your company with every aspect of the employer-employee relationship. Human Resources will align policies and procedures with long-term strategies to allow your company to grow successfully.

## Recruitment

- Placement of Ads
- Scheduling Interviews
- Conducting Interviews
- Conducting Employment Verification Checks
- Extending Offers

## New Hire Processing

- New Hire Paperwork (I-9, W-4, Confidentiality/Non-Competition Agreements)
- Emergency contact maintenance
- Maintenance of personnel files
- Employee Handbook Administration



## Training

- Full Harassment & Discrimination Prevention Sessions
- ABC's of Hiring
- Orientation
- Coaching for Supervisors/Managers

## Benefits

- Guidance with benefit plan selections
- Annual Electronic Open Enrollments
- Coordination with Broker
- COBRA Administration

## Payroll

- Managing employee payroll
- Quarterly taxes
- Annual W-2 and 1099 Distributions
- Assistance with State Unemployment claims
- Compensation & Performance Management

## Employee Relations

- Dispute Resolution
- Compensation & Performance Management
- Event Planning
- Employee Incentive Programs

## Compliance

- I-9 Auditing
- Employee Medical Files
- EEOC Reporting
- Affirmative Action Planning
- FMLA and LOA Administration

# Information Technology



Information Technology (IT) is vital to Businesses, Science and even to our personal lives. IT is one of the most dynamic and progressive intellectual enterprises of our age. With this in mind, our IT services have a mission of customizing their services to meet the needs of each user. Whether your usage requires small network configuration, Technology Infrastructures, Graphic Design, Web Development, 3-D Modeling, or Software Development, our services will be tailored to meet your business needs. Our IT services provide a stimulating environment in which new ideas, functional designs, and robust systems are plentiful. Our experienced IT professionals can help setup and support all of your computer software and hardware needs.

## Software Development

- Data analysis and reporting
- Develop, implement, and maintain databases



## Network & Systems Administration

- Setup and monitor networks
- Support internet, e-mail, and virus protection
- Computer hardware support and repair
- Computer software/operating system upgrades

## Web Development

- Site design, development and management

## Graphic Design

- Marketing & promotional materials
- Corporate branding
- Digital photo retouching

## Computer Graphics

- 3-D modeling / animation
- Video/sound editing







# Accounting

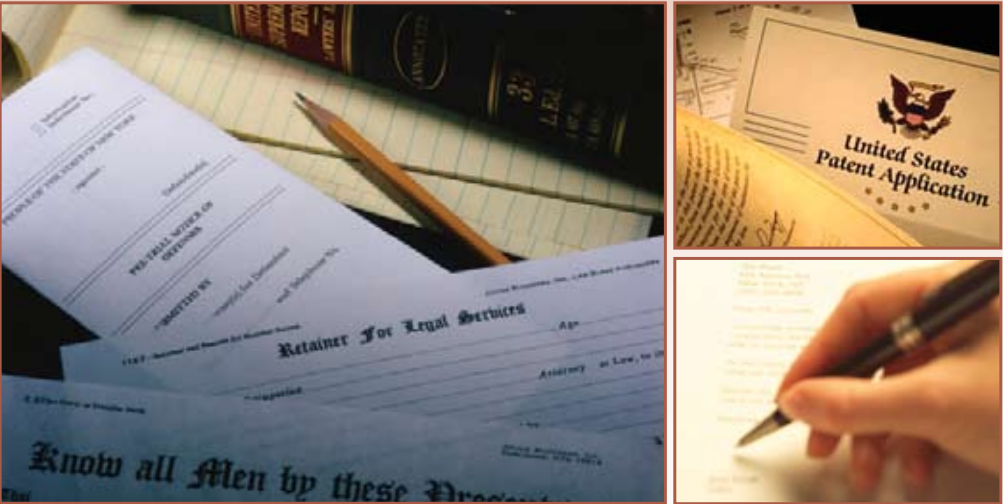
Our certified, experienced accountants value trust, confidentiality and friendly relationships with our clients. Our Accounting services are designed to accumulate measure and communicate financial information about economic entities for decision making purposes, for tracking business income and expenses, or for auditing records and preparing financial reports.

Depending on your company size and your accounting requirements, we can design an accounting program that works best for you within your budget.

## Listing of available Accounting services:

- General ledger and chart of accounts creation that best fits your business
- General ledger journal entries, account analysis, and budgeting with variance analysis
- Bank reconciliations on a monthly basis
- Purchase order entry, receipt of goods and vendor invoice entry and vendor payments
- Sales order data entry followed by shipment entry and invoices mailed to your customers
- Accounts receivable analysis reports are available with an accounts receivable aging and system generated dunning letters with sales by customer reporting
- Inventory management and reporting of your materials and supplies
- Job cost accumulation for projects to track your expenditures with reporting available for each project
- Financial statements: Profit and Loss, Balance Sheet, and Cash Flow out of the system. Other reporting software is available for a custom design of your financial statements.
- Federal and state income tax preparation
- Cash management services

<b>General Ledger</b>	(The books of your company) - Accumulates your accounting transactions with the ability to generate profit and loss, balance sheets, and cash flow statements.
<b>Budgeting</b>	A budget software module is available with the ability to compare your actual expenditures to your budget plan.
<b>Purchase Order</b>	With this module, you can create purchase orders to send to your vendors for their records and enable you to maintain a record of what you have committed to purchase.
<b>Inventory Management</b>	This accounting software component will enable you to maintain your inventory items, record all inventory transactions, and calculate ending balances for comparison to physical inventories.
<b>Accounts Payable</b>	The Accounts Payable module is used to record invoices received from your vendors and enable you to select and schedule invoices for payment and print checks.
<b>Sales Order</b>	Sales Order processing is used to create a database of purchase orders received from your customers that you can print and send to them and also maintain a record of your future sales transaction commitments.
<b>Accounts Receivable</b>	An accounting software module that enables you to manage historical customer sales database of all of your customer sales transactions. Payments from your customers are entered and applied to open invoices enabling you to track and manage open and paid invoices by customer.
<b>Bank Reconciliation</b>	This component is used to reconcile your bank cash transactions to your general ledger on a monthly basis.
<b>Job Cost</b>	Job Cost accumulates expenditures for your R&D projects creating historical record. System reports are available for project management.



# Business Consulting

## Corporate Law

- Debtor/Creditor disputes
- L.L.C. Member disputes
- Sale of goods
- Dissolution of business

## Intellectual Property

- Patent and Trademark Procurement
- Monopoly rights for inventions

## Contracts

- Examination and signing of contracts
- Breach of contract

Benefit from our business expertise in organizing and funding your life science projects. Our professionals have experience with start-up companies from pre-incorporation services through initial organization to commercialization of discoveries and inventions. Genesis and its related companies employ or retain professionals from a broad range of disciplines, many of whom have distinguished careers in business, law and accounting. We understand the importance of developing and maintaining sound relationships between researchers and business partners in industry, commerce, government and the finance sector.

Operating in a global marketplace with strong ties to a wide range of individuals and organizations around the world, our goal is to assist you in obtaining the right tools and the right consulting expertise to achieve your goals.

We can provide one-on-one assistance, as well as training and seminars.

