

# ValiRx plc

## Director's dealing

23 July 2008, London. ValiRx plc (AIM:VAL, 'ValiRx') the cancer therapeutics and diagnostics company, announces that on 21 July 2008 Kevin Alexander received 266,666 existing warrants over ordinary shares of 6p each in the Company ("Ordinary Shares"), exercisable at 10p per share, in lieu of services provided.

Kevin Alexander is interested, in aggregate, in 543,750 ordinary shares of 6p each in the Company, representing 1.03% of the current issued share capital of the Company, together with a total of 266,666 warrants over ordinary shares.

### Enquiries:

#### ValiRx plc

Dr. Satu Vainikka

Tel: +44 (0) 20 3008 4416

#### WH Ireland Limited – Nominated Adviser

David Youngman / Adrian Kirk

Tel: +44 (0) 161 832 2174

#### College Hill

Adrian Duffield/Justine Lamond

Tel: +44 (0) 20 7457 2020

[valirx@collegehill.com](mailto:valirx@collegehill.com)

### Notes to Editors

#### About ValiRx - [www.valirx.com](http://www.valirx.com)

ValiRx plc (AIM:VAL, 'ValiRx') is a cancer therapeutics and diagnostics company headquartered in London, England and admitted to AIM in October 2006. The Company operates through two subsidiaries, ValiPharma (formerly trading as Cronos Therapeutics) ([www.valipharma.com](http://www.valipharma.com)), a UK-based epigenetic drug discovery and development business and ValiBio SA ([www.valibio.com](http://www.valibio.com)), a Belgium-based oncology diagnostics operation.

#### *Therapeutics - ValiPharma*

ValiRx utilises a cells own inherent gene control machinery to silence genes involved in cancer cell progression, effectively "switching off" genes involved in certain forms of cancer through its platform technology GeneICE™ (Gene Inactivation by Chromatin Engineering). GeneICE™ works through the recruitment of silencing complexes known as Histone Deacetylase Complexes (HDACs) to target genes involved in cancer. ValiRx's lead product VAL 101 targets the anti-apoptotic gene BCL-2 which is over expressed in many cancers including in pancreatic cancer. The Company has also recently expanded its pre-clinical portfolio to include VAL 201 in prostate cancer.

Gene silencing technology platform potentially represents an innovative and ground breaking new approach to cancer treatment as it allows for the development of targeted, personalised medicine and treatment for patients. GeneICE™ is also applicable to a wide variety of other genetic disorders such as in the fields of neurology and inflammatory diseases.

#### *Diagnostics - ValiBio*

ValiRx currently has two epigenetic diagnosis products - HyperGenomics™, a method for the detection and identification of hypersensitive sites in cells and Nucleosomics™, a non-invasive (blood) test for early cancer diagnosis based on epigenetic signal changes associated with malignancy - which it licences to its subsidiary, ValiBio.

### Epigenetics

Epigenetics is the study and manipulation of regulatory factors which regulate and determine gene expression.

Unlike mutations which occur in DNA, epigenetic changes are reversible. The 'epigenetic' modification of the genome may take many forms, such as addition of external chemical groups for example methylation, acetylation and ubiquitination on to histone proteins associated with DNA.

Research currently suggests the de-regulation of normal epigenetic control mechanisms is implicated in the development and progression of certain cancers. Hence, compounds which specifically target and reverse these changes are attractive and potentially powerful candidates for future therapeutic approaches to cancer.

### **Personalised medicine**

Personalised medicine refers to tailoring treatment strategies to work differently in different individuals, dependant upon such factors such as their genetic profile, epigenetic profile, environment and the presence of other diseases in the individual.