



**Contact:**

Matthew Lyons  
Chief Executive Officer  
Phone: 973.316.9900  
Email: mlyons@thinkblueslate.com

**Blue Slate Announces Launch of CellMark Theranostics**  
*Start-up diagnostics company focused on novel cancer-detection technology*

**February 8, 2011, Parsippany, New Jersey** – Blue Slate, LLC, a leading investment, development, and management company committed to founding new business opportunities in novel medical technologies, announced today the launch of CellMark Theranostics, a start-up company focused on the development of a novel, biochemical-imaging technology.

Mr. Lyons indicated that the company believes this technology will provide a significant opportunity in personalized healthcare and the fight against cancer.

###

Founded in 2009, Blue Slate is a leading investor in companies focused on the growth of novel medical implants and technologies in the healthcare industry. The company has played an instrumental role in the start-up of several medical and orthopedic device companies, all focused on bringing novel products—from concept to completion—to market.