

Provista

DIAGNOSTICS®

Precision Diagnostics to Enhance
Women's Health



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Provista Diagnostics, Inc. Appoints Rao V. Mulpuri, PhD, MBA, as Chief Operating Officer

New York, NY – July 7, 2014 – Provista Diagnostics, Inc., a molecular diagnostics company developing and commercializing proteomic-based diagnostic, prognostic and monitoring tests for cancers affecting women, today announced the appointment of Rao V. Mulpuri, PhD, MBA, as Chief Operating Officer (COO). In this role, Dr. Mulpuri will be responsible for leading and managing all aspects of the company's operations, including integration of the scientific and business functions, as well as quality and regulatory oversight to support the launch of Provista's pipeline of products.

Dr. Mulpuri has proven credentials in the setup and management of global operations, translational research, informatics, and bringing molecular diagnostics to clinical practice. Most recently, he served as Vice President of Laboratory Operations for AssureRx Health, Inc., a personalized medicine company helping clinicians determine which behavioral medications work best for their patients. At AssureRx Health, he oversaw the establishment and management of multi-site clinical laboratories for the commercial testing of the company's diagnostic products.

"The appointment of Rao Mulpuri as COO underscores our commitment to hire highly experienced executives and create a world-class management team," said David E. Reese, PhD., Chief Executive Officer. "He combines an impressive track record in developing and commercializing complex diagnostics with a firm understanding of the operational leadership we need in getting our diagnostics to market as quickly as possible."

Dr. Mulpuri's experience also includes serving in various senior leadership positions for such organizations as the Catholic Health Initiatives Center for Translational Research, Beckman Coulter

Genomics, and Cogenics Inc. He also founded MDxStrategy, a management and operational consulting firm that provides services to biobanks and genomic testing laboratories.

"This is a seminal period of growth for both Provista and molecular diagnostics. I can think of few challenges in medicine today that are more important than earlier detection and enhanced monitoring of cancer," Dr. Mulpuri commented. "I am very excited by Provista's product pipeline and look forward to bringing my expertise to help Provista become a preeminent diagnostic organization focused on women's health." Dr. Mulpuri will be based in Provista's Scottsdale office.

Dr. Mulpuri holds more than 14 patents, and has published numerous papers in peer-reviewed journals. He holds a PhD in physiology and biochemistry from Vikram University in India and an MBA with honors from Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

About Provista

Provista Diagnostics is a privately held molecular diagnostics company focused on developing and commercializing a new generation of proprietary blood-based proteomic diagnostic, prognostic and monitoring tests designed to address the unmet needs in women's cancer, such as breast and gynecologic cancers. Provista Diagnostics' state-of-the-art, high-complexity clinical laboratory is accredited by the College of American Pathologists (CAP) and with the Clinical Laboratory Improvement Amendments (CLIA).

Additional information about Provista Diagnostics is available at ProvistaDx.com

Information about Provista Diagnostics' clinical trials is available at ClinicalTrials.gov

Safe Harbor Statement

Statements contained in this communication not relating to historical facts are forward-looking statements that are intended to fall within the safe harbor rule for such statements under the Private Securities Litigation Reform Act of 1995. The information contained in the forward-looking statements is inherently uncertain, and Provista's actual results may differ materially due to a number of factors, many of which are beyond Provista's ability to predict or control, including among others, viability and effectiveness of our sales approach and overall marketing strategies, the outcome of development or regulatory review of our products, commercial success or acceptance by the medical community, competitive responses, our ability to raise additional capital, and the ability to successfully file a registration statement with the SEC. These forward-looking statements are subject to known and

unknown risks and uncertainties that could cause actual events to differ from the forward-looking statements. Provista operates in a highly competitive and rapidly changing business and regulatory environment, thus new or unforeseen risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. Except as is expressly required by the federal securities laws, Provista undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, changed circumstances or future events or for any other reason.

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