



Optibrium Launches Online Community for Drug Optimisation

CAMBRIDGE, United Kingdom, November 19, 2009 – Optibrium today announces the launch of its online community, www.optibrium.com/community. This provides a rich environment for users of its StarDrop software to interact and gain even more value from this unique platform to guide compound design and selection decisions in drug discovery. The Optibrium community will also provide a forum for the wider drug discovery community to discuss approaches to drug optimisation and share ideas and best practices aimed at improving the productivity of drug discovery.

The Optibrium community site includes interactive forums covering topics such as drug design and optimisation, as well as the application of StarDrop to challenges in drug discovery projects. Articles and presentations by the Optibrium team and the wider community are accessible to everyone and available for comment by community members. Additional predictive QSAR models and scripts that extend the functionality of StarDrop can also be downloaded. Furthermore, access to technical support and FAQs through the community site will bring the Optibrium team even closer to our user base and allow StarDrop users to learn from others' experience.

Ed Champness, CSO of Optibrium, commented "We are excited by this latest development which will bring together our hundreds of users worldwide and help them to get the most out of StarDrop. We also believe that this will be a stimulating environment for discussion of wider issues and solutions to the challenges of quickly and efficiently discovering new drug candidates."

The Optibrium community site was developed by One Pica of Boston, MA. "It's rare to find a forward-thinking software company that aims to not only meet their users' needs, but improve the community as a whole. We are thrilled to develop such a successful community platform and are eager to watch it grow." stated Gregory Segall, President of One Pica.

About Optibrium Ltd. Optibrium (www.optibrium.com) is dedicated to providing software to guide decisions involving complex, uncertain data in an intuitive way. Optibrium's primary product, StarDrop, is focused on the drug discovery industry, helping scientists to guide decisions in the design and selection of potential drug molecules. Optibrium was founded in 2009 as a spin-out of BioFocus DPI (formerly Inpharmatica). The founding group was responsible for the development of StarDrop from 2003 and, prior to this, research and development of related technologies since 1994. Based in Cambridge, UK, Optibrium has a global customer base ranging from top-ten pharmaceutical companies to small biotechs and academic groups.

About One Pica Inc. One Pica, a marketing and technology agency headquartered in Boston, MA specializes in experiential, digital, and traditional marketing. The agency is known for big ideas, strategic insights and intelligent branding, communications and technology solutions. Clients include Fujifilm, Crumbs Bakeshop, Accor Services USA, SAP, Boston Celtics, Newell Rubbermaid, Nuance Communications and National Geographic.

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