



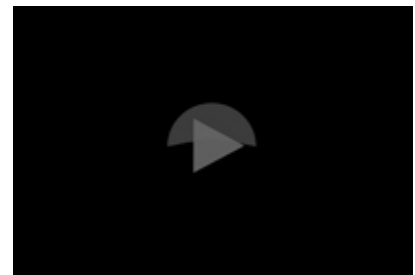
TUCSON, Ariz., March 8, 2013

Tucson Symposium attracts over 450 global scientists focused on personalized healthcare

TUCSON, Ariz., March 8, 2013 –For millions of patients, personalized healthcare, *or fitting the right treatments to patients based on an individual's particular genetic make-up*, means the difference between life and death. Our expanding knowledge of disease mechanisms and individual genetic variation, along with advanced testing technologies enables physicians to provide more precise diagnoses and targeted treatments for all patients, especially cancer patients.

Ventana Medical Systems, Inc. ([Ventana](#)), whose mission is to improve the lives of all patients afflicted with cancer, has been on the leading edge of the personalized healthcare revolution. Hosting the ninth annual Tucson Symposium--attended by over 450 of the world's top scientists, physicians and thought leaders in the field of pathology and oncology--underscores their deep commitment to setting entirely new standards for patient care.

The 2013 Symposium will focus on the latest advancements in personalized healthcare including new technologies that enhance patient diagnosis, understanding mechanisms of disease resistance, and the pathology of DNA repair— along with the latest findings in specific types of cancers including colon, breast, lung, prostate, cervical, ovarian, and melanoma.



[Roche's approach to Personalized Healthcare](#)



Rene Bernards
Professor of Molecular
Carcinogenesis
Head, Division of Molecular
Carcinogenesis
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Amsterdam, Netherlands

“It becomes increasingly evident effective cancer treatment requires the use of particularly powerful combinations of cancer drugs. But which of the many possible drug combinations should be used for the treatment of an individual patient?”

Recent developments in genetic technologies have greatly expedited the search for powerful drug combinations in oncology. This holds great promise for the future treatment of cancer,” says Rene Bernards, Professor of Molecular Carcinogenesis at the Netherlands Cancer Institute in Amsterdam, The Netherlands.

“In recent years, the Tucson Symposium has developed itself into a major event that facilitates scientific collaborations from pathologists around the world with basic cancer researchers, oncologists and representatives from innovative biotech companies. Such meetings are of the tremendous importance in the era of personalized medicine. The participants from different fields and the scientific focus make the Tucson Symposium truly unique,” says Holger Moch, Prof. Dr. med. Chairman, University Hospital Zurich, Department Pathology Zürich, Switzerland.

“Personalized healthcare is ushering in a new era in the practice of medicine,” says Ventana President Mara G. Aspinall. *“In recent years, tremendous advancements have been made in science, highlighting the importance of treating each patient according to their unique genetic makeup. Ventana enables this through our sophisticated diagnostic instruments and tests that analyze human tissue to help identify those patients most likely to respond to a specific treatment as well as those patients for whom a treatment may be ineffective or even dangerous,”* Aspinall points out. *“As personalized healthcare continues to advance, patients must be better educated about the specific cancer they’re fighting, so they are better equipped to work with their physician on their personalized treatment plan.”*

This exclusive event will be held March 12 – 13 at the Hilton El Conquistador Hotel and Ventana Medical Systems, Inc. For the local business community, the Tucson Symposium will also help spotlight the Southern Arizona region as a strong research hub for bioscience technology.

[Watch this video](#) to learn more about Roche’s approach to Personalized Healthcare.



Holger Moch, Prof. Dr. med.
Chairman University Hospital Zurich,
Department Pathology
Zürich, Switzerland

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About Ventana Medical Systems, Inc.

[Ventana Medical Systems, Inc.](#) (“VMSI”) (SIX: RO, ROG; OTCQX: RHHBY), a member of the [Roche](#) Group, innovates and manufactures instruments and reagents that automate tissue processing and slide staining for cancer diagnostics. VENTANA solutions are used in clinical histology and drug development research laboratories worldwide. The company’s intuitive, integrated staining, workflow management platforms, and digital pathology solutions optimize laboratory efficiencies to reduce errors, support diagnosis and inform treatment decisions for anatomic pathology professionals. Together with Roche, VMSI is driving [Personalized Healthcare](#) through accelerated drug discovery and the development of “companion diagnostics” to identify the patients most likely to respond favorably to specific therapies.

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