



NEWS RELEASE

10 April 2006

Success for Ziva in 'Pitch Your Idea'.

Ziva Bioscience, the company developing products for the global reproductive healthcare market has won the Biology in Business Pitch Your Idea competition. The award was made at an event held at New Hall, Cambridge.

Pitch Your Idea (PYI) is an annual business pitch competition which provides an opportunity for young entrepreneurs within the life sciences community to present a bioscience business plan to an expert panel of judges from the commercial life science sector and a select audience of academics, investors and other business professionals.

The business plan presented by Ziva set out how the company aims to initially focus on the development of a contraceptive vaccine and an implantation promoter for use in *in vitro* fertilisation procedures that will reduce health risks to both mother and embryo. The company further demonstrated how, in a global reproductive health market worth over US\$16 billion pa, they would license partners, develop funding and revenue streams, market the products and access new markets.

CEO of Ziva, Dr Paul Rodgers of Ithaka Life Sciences, and Dr Deborah Garside, CSO received the award: £500 plus an opportunity to present at the Cambridge Network, 'Networking in the City' event in London later this year.

Paul Rodgers said, 'Ziva has developed a novel portfolio of products that will allow the business to quickly exploit new and developing markets and so rapidly establish a secure financial position. The team won over stiff competition by clearly demonstrating this in the business plan and pitch.'

The panel of judges was chaired by Alan Barrell and included Chris Lowe (Institute of Biotechnology), Andy Richards (bioentrepreneur) and Martyn Collett (Avlar Bioventures).

Organiser of Pitch Your Idea, Louise Ellis from Biology in Business, said, 'Ziva was successful because they had a well-formulated business venture which was well pitched.'

Ziva is a newly formed business, spun-out of Imperial College, London. It plans to take its products into clinical development and then seek partners for registration and marketing of its products. The company will also exploit its technology to develop veterinary products. Ithaka is now leading the search for funding for Ziva's next stage of development.

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Notes to editors

Ithaka Life Sciences

Ithaka was founded in 2000 and has quickly built a reputation as one of the UK's leading consultancy and interim management service providers, specialising in new and growing life science businesses. It offers expertise in a number of sectors including pharmaceutical R&D, medical devices, diagnostics and sensors, agriculture and food biotechnology. Its clients include universities, research institutions, life science businesses, investors and public sector bodies. It has offices in Cambridge, Durham, Derbyshire and Brussels.

www.ithaka.co.uk

Ziva Bioscience Ltd

Ziva is a recently established company developing products for the global reproductive healthcare market. We intend to develop products that address unmet fertility control needs in both the developed world and in emerging world markets.

The two lead products are:

- The lead product is an immunocontraceptive that may be used as a contraceptive for males or females and it is envisaged that a single administration should provide effective contraception for 6-12 months.
- A novel agent to enhance the efficiency of embryo implantation in Assisted Reproduction Technology procedures.

Ziva plans to take its products into clinical development and then seek partners for registration and marketing of its products. The Company will also exploit its technology to develop veterinary products e.g. for regulation of fertility in feral pests, in companion animals and in high value breeding stock such as racehorses.