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BioNanomatrix Board Elects R. Erik Holmlin CEO

PHILADELPHIA, Pa., Feb. 3, 2011 – [BioNanomatrix](#), Inc., a genomics company that is developing and commercializing breakthrough single-molecule analysis technology, has named [R. Erik Holmlin](#), Ph.D., president, chief executive officer and director. Effective Jan.12, 2011, Mr. Holmlin succeeded Edward Erickson, who headed the company since December 2009.

“Erik’s taking the helm is part of the company’s strategic succession planning,” said [Tracy Warren](#), chairman of BioNanomatrix and a general partner of [Battelle Ventures](#), a company funder.

“With his impressive industry track record in technology development and commercialization, venture financing, commercial operations, global marketing, intellectual property, and mergers and acquisitions, we are confident that he will take the company to the next level on its journey to the marketplace,” she said.

“I believe in the extraordinary [potential of BioNanomatrix](#) as a company seeking to bring the analytical power of single molecule analysis in nanochannel arrays to market. Its [proprietary, transformative technologies](#) will enable life science and medical researchers and clinicians to discover and apply variations at the genomic level, bringing new insights and tools to human medicine,” Mr. Holmlin said. “This is an exciting time for the company and I am eager to work with the team to achieve our ambitious goals and realize our remarkable potential.”

Prior to taking the helm at BioNanomatrix, Mr. Holmlin was president and CEO of GenVault Corporation, providing innovative solutions for biosample workflow, transport, and storage to genomics research and diagnostics. He merged GenVault with IntegenX, Inc., in January 2011. Mr. Holmlin also has served as an entrepreneur in residence with Domain Associates L.L.C., a dedicated life science venture-capital firm.

Previously, Mr. Holmlin served as chief commercial officer at Exiqon A/S, where he was responsible for global sales, marketing, and clinical affairs for oncology services in a CLIA lab and a consumables business in Life Sciences Research.

In 2001 Mr. Holmlin formed GeneOhm Sciences, Inc., a molecular diagnostic company, which led the introduction of rapid testing for deadly hospital acquired pathogens, such as MRSA, and was acquired by Becton Dickinson in 2006. During a nearly 20-year career in life sciences, he has held executive positions in R&D, business development, marketing, sales and general management.

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About BioNanomatrix

BioNanomatrix is a privately held genomics company that is developing and commercializing technologies for analysis of large biological molecules, such as nucleic acids, which are vital to life science research, clinical diagnostic applications and development of new therapeutics. This technology is designed to dramatically reduce the time and complexity to analyze the genome and provide additional information, including structural variation data. The company's products will provide users with the means to perform single-molecule analyses on minute biological samples that are essentially unattainable or too impractical or too costly to achieve using current technology. For more information, visit www.bionanomatrix.com .

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