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Racepoint Group Appointed by VolitionRx to Raise Awareness of its new Early-Stage Cancer Diagnostic

NAMUR, Belgium, May 1, 2013 /PRNewswire/ -- VolitionRx Limited (OTC: VNRX), a life sciences company that is developing blood-based diagnostic tests for different types of cancer, has retained Racepoint Group as its public relations agency of record. The company's tests are based on the science of Nucleosomics® which is the practice of identifying and measuring nucleosomes in the bloodstream – an indication that cancer is present.

Racepoint's healthcare practice has been tasked to raise awareness of the early stage cancer diagnostic amongst physicians, patients, payers, partners and investors. The initial focus of the campaign will be to publicise the encouraging results achieved from studies being run on Volition's diagnostic tests at leading EU clinical centres.

The account will be led out of Racepoint's London office by Victoria Winstanley, head of the UK healthcare practice, and include some additional awareness building in the US, run out of Racepoint's Boston office.

A core part of the campaign will be briefing and building a community of influencers and key opinion leaders to build momentum behind the science of Nucleosomics®.

"We have selected Racepoint Group to support us as we enter the next exciting phase in the clinical development of our NuQ® diagnostic platform," says Cameron Reynolds, Volition's President and Chief Executive Officer. "We have built a strong relationship with the team at Racepoint over the past 18 months and have selected them because of their proven track record in advocacy development and their knowledge of the complicated healthcare marketplace."

Cathy Pittham, Managing Director Europe, Racepoint Group, commented: "VolitionRx's NuQ® platform is going to transform the way that patients are screened for a variety of different cancers, making the process as simple as a diabetic blood test. We are absolutely delighted to be a part of this groundbreaking development in cancer research and excited to be starting work."

About Racepoint Group

Racepoint Group is a global public relations agency defining the new model of communications through our unrivalled understanding of the evolution of traditional and social media. A team comprised of passionate and creative PR professionals, we partner with our clients to deliver inspired, strategic and fully measurable communications campaigns. We create compelling content and tailor-made strategies to drive engagement, build brand affinity, influence mindshare and impact business goals.

<http://www.racepointgroup.com/about/index.cfm>

About VolitionRx

VolitionRx is a life sciences company whose goal is to make its non-invasive blood tests for cancer as common and simple to use as existing diabetic and cholesterol tests on similar formats.

VolitionRx's development activities are currently centered in Belgium with a focus on bringing its revolutionary diagnostic products to market first in Europe, then the U.S. and worldwide.

You can find more information about VolitionRX at our website at www.volitionrx.com, on Twitter at www.twitter.com/VolitionRx, LinkedIn at www.linkedin.com/company/1364072?trk=tyah or Facebook at www.facebook.com/volitionrx.

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