

April 14, 2016



## **VolitionRx Appoints Louise Day as Chief Marketing and Communications Officer**

NAMUR, Belgium, April 14, 2016 /PRNewswire/-- [VolitionRx Limited](#) (NYSE MKT: VNRX), today announced the appointment of Louise Day as its Chief Marketing and Communications Officer, effective April 11, 2016. Ms. Day will lead VolitionRx communications and develop the Company's branding and global marketing strategy in preparation for the initial market entry of its NuQ<sup>®</sup> blood-based tests for cancer. The Company expects to commence the European launch of NuQ<sup>®</sup> in 2016, to be followed by the U.S. and rest of the world.

"Louise is a highly experienced marketing professional with a strong healthcare background in the U.S., U.K. and Europe, including consumer, prescription, retail and consulting work within the industry. We are very excited that she will be joining the VolitionRx team," said Cameron Reynolds, President and Chief Executive Officer of VolitionRx. "We are approaching critical milestones in the coming months as we launch our first commercial product, a blood test for colorectal cancer that we aim to make available for clinical use in Europe by the end of this year. The experience that Louise brings in developing strategy, gaining reimbursement and launching products within the complex regulatory environments of healthcare markets worldwide will be invaluable to VolitionRx at this key time."

Ms. Day brings more than 20 years of marketing, sales and leadership experience to her role at VolitionRx. Since 2011, she has served as Director and Owner of Aculd Ltd, a strategic marketing consultancy specializing in healthcare, in which she developed UK market access programs, including submission to the National Institute for Health and Care Excellence (NICE), for a range of products.

Ms. Day was formerly Global Brand Marketing Manager for Reckitt Benckiser Plc, based in New York, where she led the development of the global brand for the Lysol<sup>®</sup> germ protection range. Working at Reckitt Benckiser from 2001-2009, Ms. Day also served as the European Business Unit Director, based in Paris, France, where she was responsible for general management of the European business and led the European regulatory strategy and launch of multiple products. Prior to joining Reckitt Benckiser, Ms. Day was a product manager, marketing executive, primary care field sales manager and a senior market research executive at Zeneca Pharmaceuticals Ltd in the U.K. She holds a Bachelor of Arts in Business Studies from Sheffield Hallam University.

"I am delighted to be joining VolitionRx at such an exciting time in the Company's

development," said Ms. Day. "Starting with a blood test for colorectal cancer, the Company's suite of NuQ<sup>®</sup> products have the potential to transform the diagnosis of cancer through early detection, resulting in better outcomes for patients worldwide. I look forward to building NuQ<sup>®</sup> into a globally-recognized brand and leading the strategy for our initial market launch in Europe, the U.S. and worldwide."

### **About VolitionRx**

VolitionRx is a life sciences company focused on developing blood-based diagnostic tests for different types of cancer. The NuQ<sup>®</sup> tests are based on the science of Nucleosomics<sup>®</sup> which is the practice of identifying and measuring nucleosomes in the bloodstream – an indication that cancer is present.

VolitionRx's goal is to make the tests as common and simple to use, for both patients and doctors, as existing diabetic and cholesterol blood tests. VolitionRx's research and development activities are currently centred in Belgium as the company focuses on bringing its diagnostic products to market first in Europe, then in the U.S. and ultimately, worldwide.

Visit VolitionRx's website ([www.volitionrx.com](http://www.volitionrx.com)) or connect with us on [Twitter](#), [LinkedIn](#), [Facebook](#) or [YouTube](#).

An animation introducing VolitionRx's Nucleosomics<sup>®</sup> technology can be found at: <https://www.youtube.com/watch?v=38dodCpyXf0>.

### **Media Contacts**

Anita Heward, VolitionRx  
[a.heward@volitionrx.com](mailto:a.heward@volitionrx.com)  
Telephone: +44 (0) 7756 034243

Kirsten Thomas, The Ruth Group  
[kthomas@theruthgroup.com](mailto:kthomas@theruthgroup.com)  
Telephone: +1 (508) 280-6592

### **Investor Contacts**

Scott Powell, VolitionRx  
[S.Powell@volitionrx.com](mailto:S.Powell@volitionrx.com)  
Telephone: +1 (646) 650-1351

Lee Roth, The Ruth Group  
[lroth@theruthgroup.com](mailto:lroth@theruthgroup.com)  
Telephone: +1 (646) 536-7012

### **Safe Harbor Statement**

Statements in this press release may be "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that concern matters that involve risks and uncertainties that could cause actual results to differ materially from those anticipated or projected in the

forward-looking statements. Words such as "expects," "anticipates," "intends," "plans," "aims," "targets," "believes," "seeks," "estimates," "optimizing," "potential," "goal," "suggests," "could," "would," "should," "may," "will" and similar expressions identify forward-looking statements. These forward-looking statements relate to the effectiveness of the Company's bodily-fluid-based diagnostic tests as well as the Company's ability to develop and successfully commercialize such test platforms for early detection of cancer. The Company's actual results may differ materially from those indicated in these forward-looking statements due to numerous risks and uncertainties. For instance, if we fail to develop and commercialize diagnostic products, we may be unable to execute our plan of operations. Other risks and uncertainties include the Company's failure to obtain necessary regulatory clearances or approvals to distribute and market future products in the clinical IVD market; a failure by the marketplace to accept the products in the Company's development pipeline or any other diagnostic products the Company might develop; the Company will face fierce competition and the Company's intended products may become obsolete due to the highly competitive nature of the diagnostics market and its rapid technological change; and other risks identified in the Company's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as well as other documents that the Company files with the Securities and Exchange Commission. These statements are based on current expectations, estimates and projections about the Company's business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Forward-looking statements are made as of the date of this release, and, except as required by law, the Company does not undertake an obligation to update its forward-looking statements to reflect future events or circumstances.

Nucleosomics<sup>®</sup>, NuQ<sup>®</sup> and HyperGenomics<sup>®</sup> and their respective logos are trademarks and/or service marks of VolitionRx Limited and its subsidiaries. All other trademarks, service marks and trade names referred to in this press release are the property of their respective owners.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/volitionrx-appoints-louise-day-as-chief-marketing-and-communications-officer-300251544.html>

SOURCE VolitionRx Ltd