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PRESS RELEASE

Rosa & Co. Celebrates 15th Anniversary, Launches New Website

San Carlos, California, March 21, 2017—Rosa and Co. LLC, founded in January 2002, celebrates its 15-year milestone as an employee-owned drug-development advisory firm. In its first 15 years, Rosa has grown to become the worldwide commercial leader in PhysioPD™ Research and helped researchers to make more confident decisions at all stages in drug research and development by elucidating the mechanistic connection between direct drug effect and relevant preclinical and clinical outcomes.

"I am humbled by the opportunity we have had over these past 15 years to collaborate with industry leaders worldwide and proud of the positive impact that our expertise has had on their product development pipelines. I am especially grateful that our successes have allowed Rosa to grow and thrive, especially as a privately-held company. As we look to the future, we will continue to build upon the foundation of our basic philosophy: to be a science-focused and client-friendly firm that provides scientific insight that is otherwise very difficult and expensive to achieve."

Ron Beaver, PhD
Founder, Chairman, and CEO

As part of its anniversary celebration, Rosa has launched a new website (www.rosaandco.com) to better reflect its industry-leading scientific capabilities and support the development of the broader PhysioPD-style modeling community.

Over the last 15 years, Rosa has expanded its comprehensive basic biology and therapeutic knowledge base, developed industry-leading modeling capabilities, and engaged clients that include most of the top-20 global pharmaceutical firms and dozens of emerging biotechnology and pharmaceutical firms. Expert scientific knowledge and unique modeling capability have been key in retaining satisfied clients, and Rosa's staff bring more than a century of aggregate experience applying PhysioPD Research to the inherent challenges faced by the drug development industry.

About Rosa

Rosa supports clients with their critical decisions – from preclinical through clinical development – by creating and using customized PhysioPD Research Platforms that connect mechanisms to outcomes and that are used to research and simulate normal and disease physiology, drug action, patient variability, and trial outcomes. Rosa's clients are involved in Platform creation, testing, and biological simulation research. Clients retain the Platforms as a program asset to support decisions and future research. Rosa's staff has unparalleled professional experience applying biological modeling and simulation research to accelerate drug development and has over 15 years of client engagements in virtually all therapeutic areas.

Rosa is unique in its breadth and depth of disease area experience, including metabolic diseases, immunology, oncology, cardiovascular, inflammation, immune dysfunction, central nervous system disorders, dermatology, and antibacterial/antiviral biology. For more information, visit <http://www.rosaandco.com>.

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