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## **Complete Genomics Named a Red Herring Global 100 Award Winner**

**MOUNTAIN VIEW, Calif. – Jan. 22, 2010** – Complete Genomics Inc., a third-generation human genome sequencing company, today announced that it has been selected as a 2009 Red Herring Global 100 award winner. The company was also recognized as a 2009 Red Herring North America 100 award winner earlier last year.

The Red Herring editorial judges assess nominees on both quantitative and qualitative criteria such as financial performance, technology innovation, management quality, strategy and market penetration. Specific to the Red Herring Global 100 Award, the judges also look closely at the company's global strategy to evaluate how the company will be able to handle the challenges of internationalization and a global presence.

"It's an honor to receive this international recognition as a top technology innovator," said Dr. Clifford Reid, chairman, president and CEO of Complete Genomics. "Our goal over the next five years is to build several more genome centers with partners around the world so that we can provide access to high-quality, affordable human genome sequencing data, and enable researchers globally to conduct large-scale studies that will assist them in understanding the genetic underpinnings of human disease."

### **About Complete Genomics**

Founded in 2006, Complete Genomics is a California company that has developed a novel approach to sequencing human DNA that is revolutionizing the human genome sequencing industry. Complete Genomics combines its proprietary third-generation DNA sequencing technology with its high-performance computing capabilities to deliver low-cost, high-quality genomic data on an unprecedented scale. The company is currently building the world's largest human genome sequencing center. This



development will allow academic and biopharmaceutical researchers, for the first time, to conduct large-scale complete human genome studies that will help identify the genetic underpinnings of complex diseases and drug responses. For additional information about the company, please visit <http://www.completegenomics.com>.

### **About Red Herring**

Red Herring is a global media company, which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available online at [www.redherring.com](http://www.redherring.com).

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