



**FOR IMMEDIATE RELEASE**

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**Ichor Medical Systems Selects Gable PR**

*Agency Brings Award-Winning Experience  
To Rapidly Growing Electroporation Technology Company*

SAN DIEGO, CA - Ichor Medical Systems, whose TriGrid™ Delivery System (TriGrid) is being used worldwide to increase the effectiveness of DNA drug and vaccine delivery, has selected Gable PR to manage its public and media relations programs.

Bob Bernard, CEO, said Ichor is undergoing rapid growth in the number of pre-clinical and clinical trials using TriGrid, the first and only integrated and fully automated system that uses electroporation to dramatically enhance the magnitude and consistency of immune responses following DNA vaccination. Electroporation employs a brief electrical pulse to create temporary pathways through cell membranes, thus improving the uptake of various agents by up to 1,000-fold compared to other methods of delivery.

Ichor's TriGrid is currently being used on three continents in collaborations with some of the world's leading research organizations and medical centers for a wide range of pre-clinical and clinical studies for potential treatments of cancer, HIV, Hepatitis, bio-defense indications, and Avian Flu.

“The next year will see a steady series of trial results for the TriGrid platform, plus presentations on new advances by research organizations to international vaccine conferences,” said Bernard. “Ichor needs to ramp up its communication program accordingly. We selected the Gable PR team because of its media relations expertise and a proven track record in implementing strategic programs for medical device, technology, pharmaceutical and related companies and institutions.”

The public and media relations program will be managed by Tom Gable, CEO, and Erin Koch, account manager. Gable said Ichor has developed a breakthrough platform that researchers believe will help realize the promise of DNA vaccines.

“In interviewing scientists at leading research institutions throughout the U.S., we found an almost uniform excitement about results generated by the TriGrid system,” Gable said. “Several categorized TriGrid as a truly disruptive technology that replaces a variety of multi-step manual electroporation systems which are known to be subject to considerable variability from patient to patient and operator to operator. We are looking forward to helping Ichor tell its very exciting story to scientists and clinicians around the world.”

### ***About Ichor Medical Systems***

Ichor Medical Systems, a privately-held biotech company, is developing products based on the in vivo application of electroporation to enhance intracellular delivery of DNA drugs encoding therapeutic proteins or antigens for vaccines. Ichor’s proprietary TriGrid™ Delivery System (TriGrid) is the first and only integrated and fully automated system for electroporation-mediated DNA administration. This system allows the site of DNA injection, placement of electrodes, rate of DNA administration and timing of electrical pulse application to be consistent among different operators and patients. As a result, Ichor’s TriGrid enables safe, effective and reproducible clinical application of electroporation in a manner capable of supporting development and commercialization of DNA-based products. The Ichor system is currently being used on three continents in a wide range of pre-clinical and clinical studies for potential treatments of melanoma, HIV, Hepatitis B, Avian Flu and Multiple Sclerosis. For more information, see [www.ichorms.com](http://www.ichorms.com).

### ***About Gable PR***

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information, see [www.gablepr.com](http://www.gablepr.com).

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