

Cognika Corporation Attracts Industry and Academic Luminaries to Scientific Board.

BROOKLINE, Mass. -- January 14, 2008

Prof. David Schoenfeld of Harvard Medical School and Massachusetts General Hospital, Dr. Mukund Chorghade of Thinq Pharma and Dr. Veronica Jordan of BioInnovation Advisors to provide scientific and strategic counsel.

Cognika Corp., a provider of innovative analytics solutions dubbed “Smart Analytics” announced today the appointment of three highly accomplished professionals to its Life Sciences Scientific Board. Cognika will draw on the wealth of scientific knowledge and business experience of this board to guide the company's plans to accelerate drug discovery and clinical research through the integrated analysis of all available information without any restrictions.

"Being able to tap into the tremendous pool of expertise presented by Prof. Schoenfeld, Dr. Chorghade and Dr. Jordan is invaluable to the growth of Cognika," said Ram Srivastav, CEO and co-founder of Cognika. "At this point in our growth, where we have proved how our capabilities can add value to a very varied set of applications in the life sciences and health care domain, the experience, insight and vision of our Scientific Board will be a tremendous asset in moving us forward. I welcome them aboard and look forward to a growing collaboration in this field."

The “cognitive computing” engine – Cognika ESP[™] surpasses current data-mining and Artificial Intelligence (AI) techniques, enabling organizations to extract maximum value from their data assets and generate meaningful insights in ways that have not been feasible until now. Cognika ESP[™] provides smart analytics and practical decision support tools that empower analysts, statisticians and programmers by complementing traditional analysis methods and adding a new level of intelligent search and data analysis functionality.

About Cognika

Cognika was incorporated to build upon and commercialize machine-learning technology initially developed at MIT. Cognika’s patent-pending software goes beyond traditional “data-mining” and “Artificial Intelligence (AI)” approaches by applying a unique combination of algorithms that emulate human learning, memory and predictive reasoning. This cognitive computing solution is ideal for analysis of high dimensional



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data (structured and unstructured), generating meaningful insights and relevant answers in ways that have not been feasible until now.

Cognika tools complement traditional analysis methods while bringing a new generation of intelligent search and data analysis tools to the life sciences industry for modeling, simulation and analysis of research, hospital and patient data. Cognika has successfully deployed their solutions for analysis of genomic, proteomic data in combination with clinical data and in a variety of other applications requiring analysis of longitudinal data sets. We have recently completed projects for some of the leading large and medium size Pharmaceutical Companies.

Cognika solutions are used to:

- Extract new insights and value from data assets
- Simulate and generate meaningful hypotheses
- Increase the accuracy and confidence of decision-making
- Achieve the highest ROI from data collection dollars

For more information visit the web site at www.cognika.com or send e-mail to info@cognika.com.