



**FOR IMMEDIATE RELEASE**

**NanoString Technologies Introduces Novel PanCancer Gene Expression Panel  
for Multiplexed Pathway Analysis**

*nCounter PanCancer Pathways Panel Streamlines the Study of All Major Cancer Pathways  
and Associated Driver Genes*

**SEATTLE and SAN DIEGO -- April 7, 2014 --** NanoString Technologies, Inc., (NASDAQ:NSTG) a provider of life science tools for translational research and molecular diagnostic products, today announced the launch of the nCounter® PanCancer Pathways Panel, a highly-multiplexed, digital gene expression assay that offers a unique way for translational researchers to investigate cancer biology across all major cancer pathways. The company made the announcement at the 105th Annual Meeting of the American Association for Cancer Research (AACR) in San Diego.

A growing body of research has demonstrated that a pathway-based approach to the analysis of gene expression provides an enhanced framework for understanding the discrete changes between the biology of different cancers and cancer subtypes. From a single tube, the PanCancer Pathways Panel simultaneously analyzes all of the key cancer pathways: PI3K, STAT, MAPK, TGFβ, Notch, Hedgehog, Wnt, Apoptosis, Cell Cycle, RAS, Chromatin Modification, Transcriptional Regulation and DNA Damage Control. Processing samples on the nCounter Analysis System takes just 15 minutes of hands-on time and generates highly reproducible data, even from challenging Formalin-Fixed Paraffin-Embedded (FFPE) samples, representing a transformative solution for studying cancer.

The 770 genes included in the PanCancer Pathways Panel were selected using a biology-guided, data-driven methodology that provides high confidence that the gene variance within each cancer pathway was captured. Each of the canonical cancer pathways was mapped to publicly available data sources such as Kyoto Encyclopedia of Genes and Genomes (KEGG), Reactome and the Gene Ontology (GO) databases. Then, leveraging data generated through The Cancer Genome Atlas (TCGA) and the collective work of decades of cancer research, each pathway gene and driver gene was scored and ranked based on its biological relevance to cancer. The highest ranked and most commonly studied genes in cancer research were included in the PanCancer Pathways Panel.

“The nCounter PanCancer Pathways Panel allows individual laboratories to rapidly process samples and digitally quantitate the deregulation of all major cancer signaling pathways,” said Joseph Beechem, Ph.D., Senior Vice President of Research and Development at NanoString Technologies. “In this way, researchers can focus on the functional consequences of genomic variation in cancer, potentially accelerating the fundamental understanding of cancer biology and discovery of biomarkers that may be key for future assay development.”

The PanCancer Pathways Panel is designed for use on the nCounter Analysis System, a highly automated and easy-to-use instrument platform that utilizes a novel digital barcoding chemistry to deliver high precision multiplexed assays. NanoString’s nCounter technology uses color-coded molecular barcodes that can hybridize directly to many different types of target molecules. All nCounter gene expression assays are enzyme-free and capable of generating high-quality results from challenging sample types, including those from FFPE tissue.

Scientists from NanoString will be discussing the new PanCancer Pathways Panel at AACR in booth #429. The PanCancer Pathways Panel is for research use only. For more information, please visit [www.nanostring.com/pancancer](http://www.nanostring.com/pancancer).

**About NanoString Technologies, Inc.**

NanoString Technologies provides life science tools for translational research and molecular diagnostic products. The company's nCounter® Analysis System, which has been employed in basic and translational research since it was first introduced in 2008 and cited in more than 360 peer-reviewed publications, has also now been applied to diagnostic use as the nCounter Dx Analysis System. The company's technology offers a cost-effective way to easily profile the expression of hundreds of genes, miRNAs, or copy number variations, simultaneously with high sensitivity and precision. The company's technology enables a wide variety of basic research and translational medicine applications, including biomarker discovery and validation. The nCounter-based Prosigna™ Breast Cancer Prognostic Gene Signature Assay is the first in vitro diagnostic assay to be marketed through the company's diagnostics business. The nCounter Dx Analysis System is FDA 510(k) cleared for use with the Prosigna Breast Cancer Prognostic Gene Signature Assay. To date, it has not been cleared by the FDA for other indications or for use with other assays.

**Forward-Looking Statements**

*This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the potential for the PanCancer Pathways Panel to accelerate the pace of discovery and development of cancer biomarkers. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially and reported results should not be considered as an indication of future performance. These risks and uncertainties include, but are not limited to: risks associated with keeping pace with rapidly changing technology and customer requirements; risks regarding the company's ability to successfully introduce new products; risks that new market opportunities may not develop as quickly as expected; risks associated with competition in marketing and selling products; risks of increased regulatory requirements; as well as the other risks set forth in the company's filings with the Securities and Exchange Commission. These forward-looking statements speak only as of the date hereof. NanoString Technologies disclaims any obligation to update these forward-looking statements.*

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