



FOR IMMEDIATE RELEASE

NanoString Technologies Names Bruce Seeley Senior Vice President & General Manager, Diagnostics

SEATTLE, Wash. – May 29, 2012 – NanoString Technologies, Inc., a privately held provider of life science tools for translational research and developer of molecular diagnostics, today announced the appointment of Bruce J. Seeley as Senior Vice President & General Manager, Diagnostics. In this role, Mr. Seeley will have responsibility for providing strategic direction and commercial leadership for NanoString’s newly formed Diagnostics business, including the global launch of its genomic test for breast cancer based on the PAM50 gene signature following regulatory clearance.

Mr. Seeley joins NanoString with more than 20 years of U.S. and global oncology-focused experience. Most recently, he was Executive Vice President, Commercial at Seattle Genetics, where he built and led the commercial organization and successfully launched the company’s first product: ADCETRIS, a targeted therapy for lymphoma. Before joining Seattle Genetics in 2009 he worked for Genentech (a wholly owned member of the Roche Group), most recently as Senior Director, Marketing, HER2 Brands, where he led the launch of HERCEPTIN in adjuvant breast cancer. From 2000 to 2004, Mr. Seeley worked for Aventis Pharma in increasing roles of responsibility, including Senior Director of New Product Commercialization and Licensing, Global Marketing, Oncology. Previously, he held various marketing and sales positions at Rhone-Poulenc Rorer and Bristol-Myers Squibb.

Mr. Seeley commented: “I’ve dedicated my career to delivering high-impact products that improve the lives of cancer patients. It is clear that molecular diagnostics will continue to play an increasingly pivotal role in driving newer and more effective treatments for cancer. I’m looking forward to applying the experience I gained commercializing targeted therapeutics toward ushering in a new era of personalized medicine enabled by *in vitro* diagnostics based on NanoString’s powerful nCounter® technology.”

“With this appointment, we are formalizing our commitment to building two synergistic businesses based on our nCounter Analysis System,” said Brad Gray, President and CEO of NanoString Technologies. “Our Life Sciences business has grown rapidly under Barney Saunders’ commercial leadership, and will now benefit even more strongly from his increased focus. Bruce’s skills and experience perfectly match our objective of commercializing diagnostics that inform major decisions in the treatment of cancer, beginning with our PAM50-based breast cancer assay.”

NanoString recently initiated its second clinical validation study for the PAM50 breast cancer assay, which will evaluate samples from more than 1,000 patients enrolled in the Austrian Breast & Colorectal Cancer Study Group 8 (ABCSCG8). Positive results from NanoString’s first clinical validation study were presented last December by the study’s independent investigators at the 2011 CTRC-AACR San Antonio Breast Cancer Symposium. The study, which included more than 1,000 samples from the TransATAC study of postmenopausal women with hormone receptor-positive early-stage breast cancer (ESBC), met all primary and secondary objectives.

The nCounter platform is currently available for Research Use Only. NanoString’s PAM50-based breast cancer assay is not currently available for use in diagnostic procedures.

More information is available at www.NanoString.com.

About NanoString Technologies, Inc.

NanoString Technologies is a privately held provider of life science tools for translational research and developer

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of molecular diagnostics. The company's nCounter Analysis System is the first and only technology platform to deliver highly multiplexed, direct profiling of individual molecules in a single reaction without amplification. The nCounter Analysis System offers a cost-effective way to easily profile hundreds of gene transcripts, copy number variations, or miRNAs 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. NanoString is also developing the technology for use in molecular diagnostics.

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