



ASX ANNOUNCEMENT

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GTG launches dog breed identification test

Genetic Technologies Limited (ASX: GTG; NASDAQ: GENE) has recently launched a DNA-based dog breed identification test at the Royal Melbourne Show.

BITSA (Breed Identification Through Scientific Analysis), a simple non-invasive DNA test, enables owners to identify the breed makeup of mixed breed dogs. The technology utilises breed-specific genetic signatures to identify a dog's breed ancestry. It is estimated that Australia has approximately 3 million non-pedigree dogs.

Chief Executive Officer of Genetic Technologies, Mr. Michael Ohanessian, said the BITSA dog breed identification test has the potential to save dogs' lives.

"Visual identification is not always an accurate way of determining a dog's breed. Many physical characteristics do not survive even the first crossbreeding. Every day, hundreds of people purchase a dog only to find that it does not meet their needs or lifestyle, or that the dog exhibits a challenging behaviour often characteristic of its breed. Many of these pets become unwanted especially when acquired on impulse. These dogs often end up in pounds and many are subsequently euthanised.

Mr. Ohanessian said he hoped the BITSA test would provide Australian families with peace of mind and confidence that they were purchasing the most suitable dog for their lifestyle.

"Our BITSA test enables potential dog owners to "DNA road test" a dog to gain insight into its breed history and hence understand its likely physical characteristics, temperament and traits. The test can also provide important health information specific to the particular breed.

"Acquiring a dog is a significant commitment and responsibility. Knowing your dog's breed history doesn't mean you'll love your dog any less, it just means you'll understand your dog even better." said Mr. Ohanessian.

In addition to improving consumer confidence in the purchase of a family pet, BITSA could also be a useful tool in assisting local authorities identify and manage banned or restricted breeds.

About the BITSA Test

The BITSA test is available from Genetic Technologies at its website www.gtglabs.com/bitsa

The BITSA test reports any dog breeds found as primary, secondary and distant breeds. The BITSA product includes a comprehensive report covering breed profiles, behavioural traits, physical characteristics and general health.



About Genetic Technologies Limited

Genetic Technologies is Asia Pacific's leading one-stop shop for canine DNA testing and offers disease testing for over 60 breeds. Working with dog breeders, governments and canine associations all over the world, the Company has developed an enviable record for high quality, fast and affordable canine DNA testing.

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