



## Steep Hill Announces *Ynsight™*

### A New Cannabis Genome Research Institute

#### FOR IMMEDIATE RELEASE

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**February 19, 2015 - Berkeley, CA - Steep Hill**, the industry leader in cannabis testing and analytics in the US and internationally, announced the launch of *Ynsight™*, a cannabis genome initiative incubated at **Steep Hill** over the last 6 months. *Ynsight™*, as the name suggests, is focused on the Y chromosome and its critical axis role in the future of cannabis research.

To facilitate this leading-edge research, **Steep Hill** has acquired its own dedicated genetic sequencer from Pacific Biosciences. This sequencer (RSII), which **Steep Hill** has been working on since Fall 2014, has already led to an exciting breakthrough, what is believed to be the first isolated male cannabis genome sequence.

Based on this same RSII-enabled research, **Steep Hill's Ynsight™** last week launched a new genetics analysis system, called *GenKit™*, which expedites plant sexing and dramatically cuts time, saves resources, and increases plant yield for successful outdoor growing from seed, and is the basis for future add on genetic tests.

But this is only the beginning. With *Ynsight™*, **Steep Hill** extends its research arm even further, as it continues to unlock the cannabis plant's genetic code, the key to the secrets of cannabis' most genetically desirable traits. Benefits to the industry and its community will include:

- providing breeding programs strategies to improve their existing strains;
- supporting the creation of new and unique strains which are heartier, more resistant to molds and other impurities, innately healthier for the consumer, especially medicinal, and drought-resistant to minimize usage of valuable natural resources;
- assisting breeders in the protection of their uniquely-developed, branded strains and the intellectual property they are creating.

Reggie Gaudino Ph.D., Director of Genetic Analysis and Vice President, Scientific Operations at **Steep Hill** said, "I'm so excited to be leading the genetic work at

***Ynsight™***. This commitment from **Steep Hill** puts us on the cusp of some of the most exciting research ever done in the cannabis field - research that will close our knowledge loop and bring true scientific legitimacy to the industry. It will broaden acceptance through validation."

Through ***Ynsight™***, **Steep Hill** extends its cannabis research even further, as it continues to explore the cannabis genome and develop tools to aid in trait screening, genetic identification, and strain verification.

For more information please visit the **Steep Hill** website: <http://steephill.com>

#### **ABOUT STEEP HILL**

Founded in Oakland, CA in 2008, **Steep Hill** is a science and technology firm that has become the industry leader in cannabis testing and analytics in the US and abroad. **Steep Hill** moved its U.S. headquarters to a larger facility in Berkeley, CA, in January 2015. With cannabis labs in four states, **Steep Hill** is the largest lab network in the country. The company pioneered the first medical cannabis potency and microbiological contaminants testing methodology use in California - the first state to legalize medical cannabis. **Steep Hill** has since developed a variety of revolutionary cannabis testing products, including ***QuantaCann***, ***QuantaCann2*** and ***GenKit™***. **Steep Hill** also provides expert consulting services to many states, countries and municipalities, and is developing proprietary genetic testing services for the industry as well.

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