



FOR IMMEDIATE RELEASE

March 2, 2009

**AnaptysBio Selects Gable PR for National Communications
Program During Key Phase in Growth**

*Therapeutic Antibody Company Advancing Its Discovery Platform;
Seeks Expanded Reach to Biotech, Pharma Industries*

SAN DIEGO, CA – [AnaptysBio, Inc.](#), a privately-held therapeutic antibody platform and product company, today announced it has selected [Gable PR](#) to provide public relations and investor communications programs as a key part of the company’s strategic growth plan for 2009 and beyond. Gable PR is a growing public relations firm based in San Diego and known for its sophisticated and successful approach to managing complex programs for national biotech companies and organizations.

“[Gable PR](#) will play a vital role in helping us communicate with key audiences about the advantages of our platform for antibody discovery,” said Tom Smart, [AnaptysBio](#) chairman and CEO. “We selected Gable PR because of their past successes helping biotech companies with complex messages reach out to broader industry audiences. We anticipate achieving several important milestones in 2009 in validating our platform and need an agency partner that can take charge of getting out the word in a very targeted way to potential partners and investors.”

[AnaptysBio](#) has developed a platform for generating therapeutic antibodies that is unique in the field. The platform mimics the body’s natural evolution and selection processes for creating potent antibodies to fight disease. As a result, AnaptysBio believes the antibodies generated by its platform will result in therapies that are highly effective and better tolerated by the human body. Competing platforms often require scientists make artificial changes to antibodies, resulting in lower likelihood that they will be well tolerated.

“In checking out competing companies, we were impressed with the clear advantages AnaptysBio demonstrated with the quality of its team, technology and culture,” said Tom Gable, CEO of [Gable PR](#). “They have a clear vision to 2010 and beyond and we’re pleased to have been selected to help them reach key partners and potential investors with their story and data.”

AnaptysBio’s public relations program will be managed by Erin Koch, [Gable PR](#) director. The agency team includes professionals with significant investor relations, media relations, and media training experience.

About AnaptysBio

Founded in 2005, [AnaptysBio](http://www.anaptysbio.com), Inc is a privately-held therapeutic antibody product company and the leader in the use of somatic hypermutation, or SHM, for antibody discovery and optimization. SHM is the body's natural process for generating potent antibodies to fight disease. The Company's SHM-Platform™ utilizes the key components of SHM and other techniques to generate antibodies for therapeutic applications through an iterative process of natural evolution and high-throughput selection – a process that has been referred to as “naturalizing” antibodies. This versatile platform can be used both to discover and optimize antibodies directed at specific disease targets and also affinity mature existing antibodies to improve their binding properties. The company has established broad intellectual property around the use of SHM for therapeutic antibody applications, and is currently building a pipeline of novel therapeutic antibody product candidates. For more information, visit www.anaptysbio.com.

About Gable PR

[Gable PR](http://www.gablepr.com), based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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