



**NEOGENOMICS, INC.  
PRESS RELEASE**

**NeoGenomics Announces Executive Appointments**

**Ft. Myers, Florida – August 10, 2010 - NeoGenomics, Inc. (NASD OTC BB: NGNM)**, announced today that Grant Carlson has been appointed Vice President of Business Development and that Mark W. Smits will join the company as Vice President of Sales & Marketing on August 30, 2010. As a senior member of the executive team, Mr. Smits will be instrumental in developing overall business strategy as well as driving key sales and marketing initiatives for the Company. In his new role, Mr. Carlson will be responsible for developing key business relationships and revenue opportunities for short-term performance and long term growth objectives.

Mr. Smits has demonstrated a record of sales and marketing success throughout his career. His previous experience includes an extensive tenure with the Abbott Diagnostic Division where he served more than 25 years in progressively responsible sales and marketing leadership positions. Most recently, Smits spent nearly two years with Thermo Fisher as the Vice President for the Fisher Healthcare Division where he successfully led their sourcing and business development efforts.

Doug VanOort, Chairman and Chief Executive Officer stated, “I am delighted to have a person of Mark’s caliber and experience lead our sales and marketing organization and drive our growth initiatives. Mark’s management and leadership excellence will make a significant impact as we aggressively pursue our growth initiatives. We are also very pleased to have Grant Carlson focus his efforts on driving our business development strategy and strategic partnership programs to produce new sources of revenue.”

**About NeoGenomics, Inc.**

NeoGenomics, Inc. is a high-complexity CLIA-certified clinical laboratory that specializes in cancer genetics diagnostic testing, the fastest growing segment of the laboratory industry. The company’s testing services include cytogenetics, fluorescence in-situ hybridization (FISH), flow cytometry, morphology studies, anatomic pathology and molecular genetic testing. Headquartered in Fort Myers, FL, NeoGenomics has labs in Nashville, TN, Irvine, CA and Fort Myers and services the needs of pathologists, oncologists, urologists, and hospitals throughout the United States. For additional information about NeoGenomics, visit <http://www.neogenomics.com>.

For more news and information on NeoGenomics, please visit [www.IRGnews.com/coi/NGNM](http://www.IRGnews.com/coi/NGNM) where you can find a fact sheet on the company, investor presentations, and more. Interested parties can also access additional investor relations material, including an investment profile and an equity research report, from Hawk Associates at <http://www.hawkassociates.com> or from the American Microcap Institute at <http://www.americanmicrocapinstitute.com/ngnm/>.

### **Forward Looking Statements**

Except for historical information, all of the statements, expectations and assumptions contained in the foregoing are forward-looking statements. These forward looking statements involve a number of risks and uncertainties that could cause actual future results to differ materially from those anticipated in the forward looking statements, Actual results could differ materially from such statements expressed or implied herein. Factors that might cause such a difference include, among others, the company's ability to continue gaining new customers, offer new types of tests, and otherwise implement its business plan. As a result, this press release should be read in conjunction with the company's periodic filings with the SEC.

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