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For Immediate Release

Results from Multi-Center European Study Highlight New Molecular Test to Improve Prostate Cancer Diagnosis

-- Preliminary Data Presented at European Association of Urology Meeting Suggest Gen-Probe's Novel PROGENSA™ PCA3 Assay May be More Specific than Traditional Testing Methods –

BERLIN, 23 March 2007 – Gen-Probe's (NASDAQ: GPRO) new PROGENSA™ test for the PCA3 gene may better predict the results of a repeat prostate biopsy than traditional testing methods, according to preliminary data from an ongoing multi-center study presented this week by independent researchers at the annual meeting of the European Association of Urology (EAU).

"Based on these results and similar North American data recently presented at other meetings, we believe the PROGENSA PCA3 test will enable European patients and their physicians to make more informed decisions regarding prostate cancer diagnosis," said Henry L. Nordhoff, Gen-Probe's chairman, president and chief executive officer.

The data were presented in poster form by Alexander Haese, MD, of the University Medical Centre Eppendorf in Hamburg, Germany. To date, 199 men who previously had a negative prostate biopsy have enrolled in the study at seven European hospitals. All the men received a repeat biopsy, the PROGENSA PCA3 molecular urine test, a serum test for total prostate specific antigen (PSA), and a serum test for free PSA. Approximately 25% of the men had a positive repeat biopsy.

Based on the interim analysis presented at the EAU meeting, the researchers concluded that the PROGENSA PCA3 assay was better than free PSA at predicting the result of the repeat biopsy. Specifically, the PCA3 test had a specificity of 73% in the study, compared to only 16% for free PSA. The researchers also said that higher PCA3 scores correlated with a greater likelihood of a positive repeat biopsy. For example, men with an elevated PCA3 score had a 41% likelihood of having a positive repeat biopsy, while men with a low PCA3 score had only a 16% likelihood.

Another promising study presented by Gen-Probe and independent researchers at the EAU meeting showed that the PCA3 score did not correlate with the size of the prostate gland. Importantly, previous research has suggested that the PCA3 score does correlate with the size of the prostate tumor. These findings reflect the fact that PCA3 overexpression is highly specific to prostate cancer. By comparison, serum PSA may be elevated due to a number of benign conditions, resulting in "false positive" results and unnecessary biopsies. In fact, as many as three-quarters of men suspected to have cancer based on PSA testing actually have non-cancerous conditions, such as benign prostatic hyperplasia (BPH).

Gen-Probe's PROGENSA PCA3 test is the first molecular diagnostic assay for prostate cancer. The assay detects the overexpression of PCA3 mRNA in urine. Studies have shown that PCA3 is overexpressed, relative to benign cells, by 60 to 100-fold in greater than 90% of prostate tumors, indicating that the gene may be a useful biomarker for prostate cancer.

The PROGENSA PCA3 assay has been CE marked, allowing it to be marketed in the European Union (EU). Laboratories in the EU currently offering the test include NovioGendix (Nijmegen, the Netherlands), the Centre of Applied Molecular Technologies Université catholique de Louvain (Bruxelles, Belgium), Medi-Lab (Manchester, UK), the Doctors Laboratory (London, UK), Labor Limbach (Heidelberg, Germany), and LCL (Seine, France). The test is not approved for marketing in the United States.

According to START Oncology in Europe, prostate cancer is the most frequent cancer among men in Northern and Western Europe. About 190,000 new cases occur each year, representing about 15 percent of all cancers in men. In Europe, annual incidence rates per 100,000 men range between 19 (in Eastern Europe) and 55 (in Western Europe). In most European countries, the incidence has increased more than any other cancer over the past two decades. In Europe, there are about 80,000 deaths a year from prostate cancer.

The PCA3 gene was discovered by Dr. Marion Bussemakers while working with Dr. Jack Schalken at the University of Nijmegen in the Netherlands and in the laboratory of Dr. William Isaacs at Johns Hopkins University in Baltimore, Maryland. DiagnoCure Inc. (TSX: CUR) is the exclusive worldwide licensee for all diagnostic and therapeutic applications of the gene. Gen-Probe acquired exclusive worldwide diagnostic rights to the PCA3 gene from DiagnoCure in November of 2003.

About Gen-Probe

Gen-Probe Incorporated is a global leader in the development, manufacture and marketing of rapid, accurate and cost-effective nucleic acid tests (NATs) that are used primarily to diagnose human diseases and screen donated human blood. Gen-Probe has more than 24 years of NAT expertise, and received the 2004 National Medal of Technology, America's highest honor for technological innovation, for developing NAT assays for blood screening. Gen-Probe is headquartered in San Diego and employs approximately 1,000 people. For more information, go to www.gen-probe.com.

Caution Regarding Forward-Looking Statements

Any statements in this press release about Gen-Probe's expectations, beliefs, plans, objectives, assumptions or future events or performance are not historical facts and are forward-looking statements. These statements are often, but not always, made through the use of words or phrases such as believe, will, expect, anticipate, estimate, intend, plan and would. For example, statements concerning new products, potential regulatory approvals, customer adoption, and results of future R&D studies are all forward-looking statements. Forward-looking statements are not guarantees of performance. They involve known and unknown risks, uncertainties and assumptions that may cause actual results, levels of activity, performance or achievements to differ materially from those expressed or implied by any forward-looking statement. Some of the risks, uncertainties and assumptions that could cause actual results to differ materially from estimates or projections contained in the forward-looking statements include but are not limited to: (i) the risk that new products, such as our PCA3 assay, will not be cleared for marketing in other markets in the timeframes we expect, if at all, (ii) the possibility that the market for the sale of our new products, such as our PCA3 test, may not develop as expected, (iii) we may not be able to compete effectively, (iv) we may not be able to maintain our current corporate collaborations and enter into new corporate collaborations or customer contracts, and (v) we are dependent on third parties for the distribution of

some of our products. The foregoing describes some, but not all, of the factors that could affect our ability to achieve results described in any forward-looking statements. For additional information about risks and uncertainties we face and a discussion of our financial statements and footnotes, see documents we file with the SEC, including our most recent annual report on Form 10-K and all subsequent periodic reports. We assume no obligation and expressly disclaim any duty to update any forward-looking statement to reflect events or circumstances after the date of this news release or to reflect the occurrence of subsequent events.

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