



Pacific Biomarkers, Inc., a Subsidiary of Pacific Biometrics, Inc., Announces the Appointment of Tara Hennen as Manager, Biomarker Lab Services

Seattle, Washington, March 31, 2008 - Pacific Biomarkers, Inc. (PBI), a wholly owned subsidiary of Pacific Biometrics, Inc. (OTCBB: PBME), announces the appointment of Tara Hennen, MT (ASCP) to the newly created post of Manager, Biomarker Laboratory Services. Ms. Hennen will report to Ed Merrifield, Ph.D., Director, Biomarker Technical Operations.

Pacific Biomarkers was created to focus specifically on the emerging field of biomarker development and testing. The company offers Clinical Biomarker Services, which include validation of ligand-binding assays for immunogenicity testing and novel biomarkers in a regulatory-compliant laboratory environment. These new specialty biomarker services are supported by investments in new instrument platforms for electrochemiluminescence- and multiplex-based testing.

The Manager, Biomarker Lab Services will be responsible for coordinating and managing Pacific Biomarkers' portfolio of projects and laboratory services in the areas of biomarker and immunogenicity testing. This will include scheduling and supervision of validation studies, routine analytical testing services, stability studies, and projects under development for select clients. The Manager will work closely with other departments to ensure the timely execution of biomarker studies and the completion of validation reports and other documentation required by clients and regulatory authorities. In addition, each project will be tracked through a database providing access to data regarding raw material and sample inventories, testing dates, and parameters relating to project status.

Tara Hennen, a medical technologist who also holds a bachelor's degree in biology and chemistry from the University of Illinois at Urbana-Champaign, joined PBI in 2005 as a Clinical Technologist. Since 2006, she has become a key member of the company's Science & Technology group, which is responsible for identifying, setting up, and validating new tests of value to PBI's clients in drug and diagnostic product development.

"I am extremely pleased that Tara has agreed to join Pacific Biomarkers in this new capacity," commented Dr. Merrifield. "The Manager of Biomarker Lab Services is a pivotal position in the new subsidiary, and she will be responsible for critical day-to-day operational issues as we build this nascent business."

Mario Ehlers, MD, PhD, Pacific Biomarker's President and CEO, noted that, "We are expecting robust growth in the clinical biomarker services market. There is an increasing trend to outsource all components of the drug-development continuum, and that includes the provision of novel biomarker assay development and testing for clinical trials. A critical requirement for these services is a high level of scientific expertise coupled with excellent problem-solving skills, and Tara, along with many others on our staff, embodies those qualities."

PACIFIC BIOMETRICS, INC

220 W. Harrison Street • Seattle, WA 98119
TEL. (206) 298-0068 • FAX (206) 298-9838



Ehlers continued, “Pacific Biomarkers is fully committed to becoming a significant player in outsourced clinical biomarker services and we expect to see substantial growth in backlog and revenues associated with these services in the medium and long term. Indeed, since launching our Clinical Biomarker Services business unit 8 months ago, we have already captured a significant number of contracts in this space and we are observing a strong demand going forward.”

About Pacific Biometrics, Inc. (PBI)

Established in 1989, PBI provides specialized central laboratory and contract research services to support pharmaceutical and diagnostic manufacturers conducting human clinical trial research. The company provides expert services in the areas of cardiovascular disease, diabetes, osteoporosis, arthritis, and nutrition. The PBI laboratory is accredited by the College of American Pathologists, and through its non-profit affiliate Pacific Biometrics Research Foundation, is one of only three U.S.-based members of the Centers for Disease Control (CDC) Cholesterol Reference Method Laboratory Network. PBI's clients include many of the world's largest pharmaceutical, biotech, and diagnostic companies.

Pacific Biomarkers, Inc., incorporated February 1, 2008 as a wholly owned subsidiary of Pacific Biometrics, Inc., focuses specifically on the emerging field of biomarker assay development and testing. Services include validating and performing ligand-binding assays for novel clinical biomarkers, immunogenicity testing, and multiplex testing.

For more information about Pacific Biometrics, visit the company's web site at www.pacbio.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This press release includes forward-looking statements including, but not limited to, the growth in revenues and backlog that may result from these new services, our strategic planning and business development plans, impacts on our financial results, our future growth, and the viability and acceptance of our products and services in the market. These forward-looking statements are subject to a number of risks and uncertainties that may cause actual results to differ materially from those described in the forward-looking statements. These risks include, but are not limited to, our ability to bid on and win laboratory services contracts, the success of our marketing and business development efforts, competition in the industry, and our ability to manage growth, as well as the risks and other factors set forth in our periodic filings with the U.S. Securities and Exchange Commission (including our Form 10-KSB for the year ended June 30, 2007 and our Form 10-QSB for the quarter ended September 30, 2007).

SOURCE: Pacific Biometrics, Inc.

Contacts:

Pacific Biomarkers, Inc.
Mario Ehlers, President
(206) 298-0068

Kari Charbonnel
(206) 298-0068