

## **EGO Factory News**

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### **FOR IMMEDIATE RELEASE**

**EGO Factory launches new Website to promote the first do-it-yourself, saliva-based test for celiac disease: [www.MyCeliacID.com](http://www.MyCeliacID.com).**

Irvine, CA (June 29, 2009) – Irvine-based online marketing agency EGO Factory launched MyCeliacID.com, a Website with information about celiac disease and MyCeliacID, the first do-it-yourself, saliva-based test dedicated to celiac disease.

MyCeliacID was created by Prometheus Laboratories, Inc., a specialty pharmaceutical and diagnostic company committed to improving the lives of patients with gastrointestinal, autoimmune and inflammatory diseases and disorders.

People who have celiac disease are known to have distinct sequences of genes. By examining a sample of saliva, Prometheus Labs can determine whether or not a person has those genetic sequences. MyCeliacID.com provides people with information about celiac disease, and how the test works. It also offers easy online ordering.

“Developing a successful online strategy for a leading edge diagnostic tool is rewarding on many levels,” said Brent Bolton, Chief Creative Officer. “I look forward to seeing the continued success of this initiative.”

For more information about MyCeliacID, visit [www.MyCeliacID.com](http://www.MyCeliacID.com).

Contact EGO Factory today at [info@egofactory.com](mailto:info@egofactory.com).

## **About EGO Factory**

EGO Factory is a full-service interactive agency that offers Website development, Web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to developing high-quality online and offline solutions to meet client needs, provide results and surpass expectations. Like with any business, in the world of interactive media, there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.