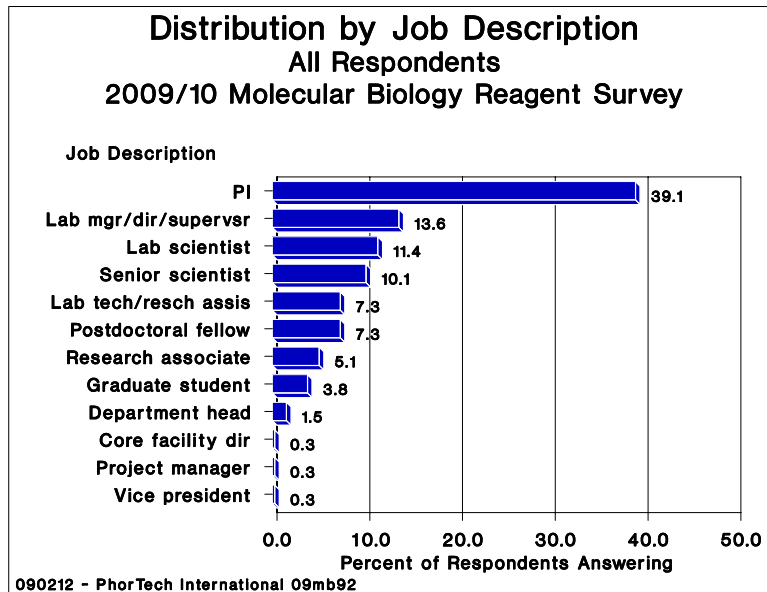


Press Release

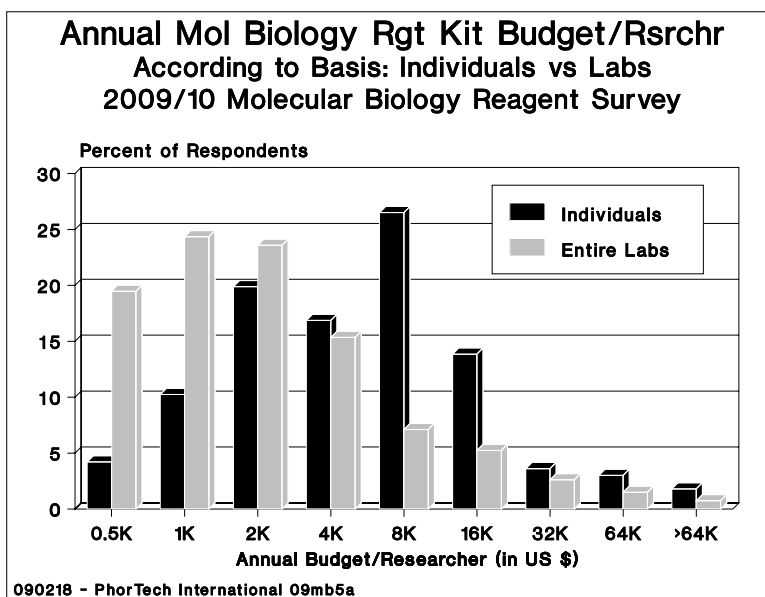
North American Molecular Biology Reagent Kit Market Benchmark Study

San Carlos, March 24, 2010: This 235-page report is packed with details about the North American molecular biology reagent kit market. Based upon the molecular biology reagent kit usage of 1,600 North American bioresearchers represented by 400 respondents reporting for their individual or entire laboratories, this covers the traditional sectors such as kits for cDNA synthesis and cloning, nucleic acid labeling, ribonuclease protection assays, as well as those for transfection, site-directed mutagenesis. In addition, usage of siRNA kits is examined.

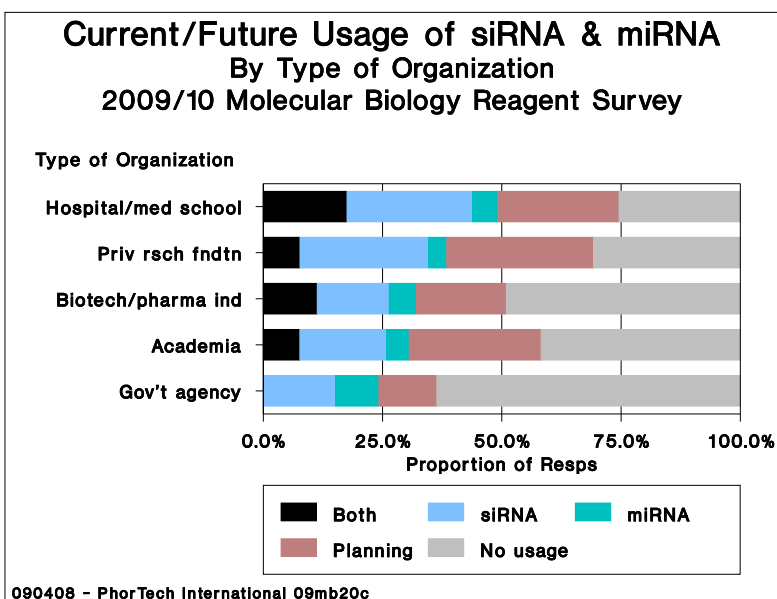
The respondents to this web-based survey includes wide cross-section of North American life science researchers from a variety of disciplines, representing over 290 different organizations ranging from academia and hospitals or medical centers to those working in the industrial or governmental sectors. These include a high proportion of principal investigators but also plenty of researchers with hands on day-to-day experience.



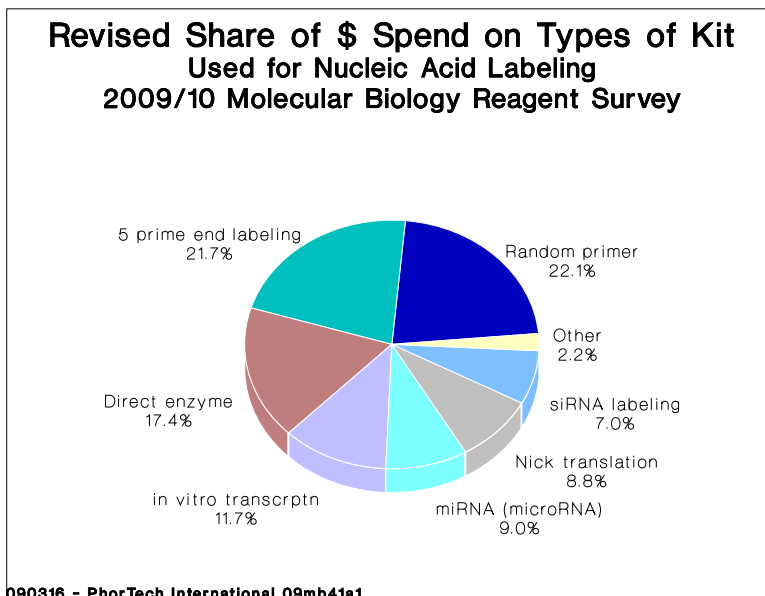
Careful analysis of the data extracted from responses to over 40 questions provides a complete picture of the North American molecular biology reagent kits sold for these applications. Starting with respondents' typical annual budgets and the 107,500 North American user-population, the total annual dollar market size is calculated. Based on this, annual dollar sales for each type of kit are also presented.



Usage and characteristics of kit market segments includes the current and future usage of siRNA and miRNA. Cross-tabulating current usage by respondents' types of organizations shows some variation in the rate of adoption amongst North American molecular biology reagent kit users.

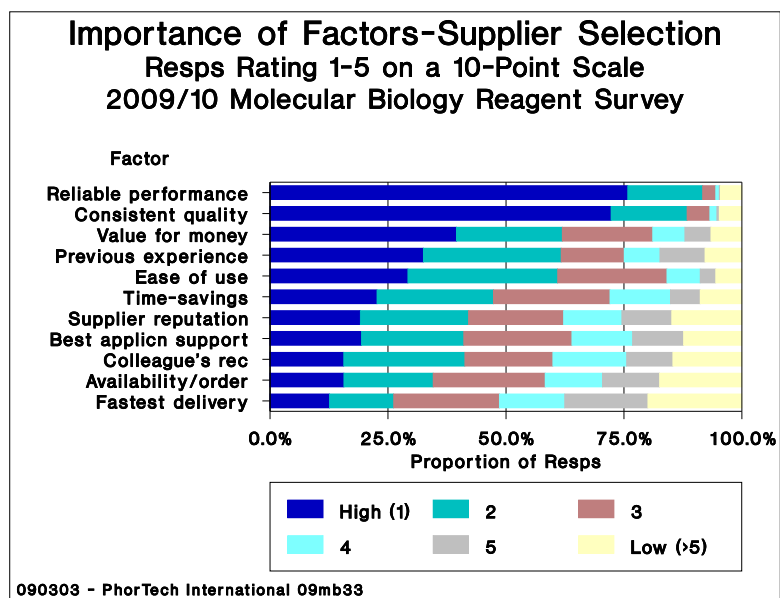


Detailed audits of kits used for cDNA synthesis or cloning, nucleic acid labeling, ribonuclease protection assays, siRNA and commercial kits designed for a variety of additional applications, the dollar market share by application and for major suppliers are presented for the overall market, and, in some cases for segments by kit type. The pie chart below shows that the distribution of respondents' expenditure for nucleic acid labeling kits is distributed fairly evenly amongst these seven application areas.



Satisfaction with current kit suppliers is based on whether there are any suppliers from which these researchers refuse to buy. From responses to this, we calculate satisfaction rates for each major kit supplier and discern problem areas for each.

In addition, current users were asked to identify molecular biology reagent kit suppliers they were familiar with from a list of 45 companies and subsequently, select the highest rated company for up to five factors they consider important when selecting a product supplier. Experience plays an important role in these responses. In fact, these researchers have worked with molecular biology techniques for a median of 15.5 years suggesting that they are very familiar with both the products and suppliers. This analysis shows the relative importance of the following eleven factors in supplier selection: availability/ease of ordering, best application support, colleague's recommendation, consistent quality, ease of use, fastest delivery, previous experience, reliable performance, reputation of supplier, time-savings, and value for money.



It also identifies the highest ranked supplier for each. These rankings of their perceived performance are then converted into a numerical rating for each supplier based on these eleven factors. This is invaluable both for companies to measure their own performance as well as to discover areas of weakness for their major competitors that can be used to obtain competitive advantage.

Establishing characteristics of the current market is a primary objective, but not the sole purpose of this report. By combining current dollar market sizes with the average weighted growth rate over the next year, annual dollar sales of the kit market, as a whole, as well as for individual sectors are presented.

With market segments increasing in complexity and diversity, successful suppliers need to keep close to their customers and their needs. Numerous verbatim responses to open-ended queries are presented revealing the reasons for using individual reagents versus kits, as well as how well the actual number of assays obtained compares with that indicated in the kit, and researchers' most desired improvements. Derived from unaided recall, these highlight individual concerns which come to the top-of-mind in each of these areas, in addition to perspectives when comments are examined as a whole. From the near 1,000 itemized comments, the client obtains a clear picture of the attitudes towards current kits and hopes for the future direction of molecular biology reagent kits.

This report is undoubtedly the most comprehensive analysis of the current market for molecular biology reagent kits in North America. Enhanced by approximately 200 graphs and tables, this study provides a penetrating analysis of the current methodology and future expectations. This report should be considered essential reading for anyone seriously intending to succeed in this competitive area.

The 69 companies mentioned in the report are identified in the next table.

Abbott Molecular/Vysis	AbGene	Affymetrix/USB
Agilent Technologies	Amata/Lonza	AnaSpec
AppliChem	Applied Biosystems/ Ambion	Assay Designs/Stressgen Bioreagents
BD/Clontech	Beckman Coulter	Bio-Rad Laboratories
Bioline	bioMerieux	BIOMOL (Enzo Life Sciences)
Cayman Chemical	Cell Signaling Technology	Denville Scientific
Enzo	Epicentre Biotechnologies	Eppendorf
Exiquon	Fermentas	Finnzymes
GE Healthcare	Gene Link	Gene Tools, LLC
Genetix	GenHunter	Genovis
GenScript	Genzyme	Gerard Biotech
IDT	Illumina	Invitrogen
InvivoGen	KPL	Kreatech Biotechnology
Marligen Biosciences (OriGene)	Millipore (Upstate, Chemicon)	Miltenyi Biotec
Mirus Bio	Molecular Devices/MDS	Neuromics
New England Biolabs	Novagen (EMD Chemicals)	NuGEN Technologies, Inc.
Oligoengine	Oncogen	Oncogene Science
OriGene	OZ Biosciences	PerkinElmer
Promega	PURE Systems	Qiagen
R&D Systems	Roche Applied Science	SA Biosciences
SBS Genetech	Sigma Aldrich	Stratagene (Agilent)
Synvolux Therapeutics	Systems Biosciences	Takara Bio
Targeting Systems	Thermo (Fisher, Dharmacon, Pierce, Open Biosystems)	Wako Chemicals

To obtain more information, contact Michael Eby at PhorTech International, +1 (650) 594-0785, or point your Web browser to www.phortech.com. A detailed summary of the report including table of contents and list of tables and graphs, as well as the methodology and project objectives, the survey demographics, and a copy of the survey questionnaire can be downloaded from the site at no charge.

-end-