



Asuragen, Inc.
2150 Woodward St. Austin, T.X. 78744
PH: 512.681.5200
T: 877.777.1874
F: 512.681.5201
www.asuragen.com

Asuragen Licenses Roche's Real-time Quantitative PCR Technology for Clinical Gene Expression Profiling

Austin, TX, October 8, 2007 – Asuragen Pharmacogenomic Services, a molecular biology and human clinical trials service provider, has received a license from Roche Molecular Systems for clinical gene expression profiling and DNA analysis utilizing Roche's real-time quantitative PCR technology (qRT-PCR, qPCR). This agreement provides Asuragen access to intellectual property rights that broaden its clinical testing capabilities.

"As our bio-pharmaceutical clients move their testing out of discovery and into clinical research and trials, Asuragen is proud to be the first pharmacogenomic service provider to offer qRT-PCR assays for pharmaceutical drug trials," stated Scott Hunicke-Smith, General Manager of Asuragen Services.

With these newly acquired rights and Asuragen's recent CLIA registration, Asuragen's robust microRNA and mRNA profiling services can be used to test predictive biomarker signatures, efficacy markers, and patient stratification tests during clinical and drug trials.

Asuragen Services offers a full range of clinical services including: assay design, development, and validation, FFPE and PAXgene® blood RNA isolation, and QC testing. Asuragen also conducts biomarker bridging studies from fresh to FFPE tissues and from array to qRT-PCR assay.

About Asuragen, Inc.

Asuragen is a molecular biology services provider and fully integrated diagnostic reagent company focused on molecular oncology and early detection of cancer, with emphasis on miRNA. Asuragen Pharmacogenomic Services provides a comprehensive range of molecular services empowering commercial and academic scientists to rapidly acquire a wide range of molecular data. Asuragen's rich legacy in RNA serves as a focal point for all of its services, including Gene Expression Profiling, miRNA Expression Profiling, data analysis and bioinformatics support, and nucleic acid isolation. Asuragen's cGLP services are suitable for clinical research studies, pharmacogenomics, and biomarker discovery.

Asuragen also provides high level expertise in assay development, business infrastructure, and an established cGMP manufacturing facility that allow it to span the spectrum of discovery, testing, production and commercialization. Asuragen is dedicated to developing new technologies that will lead to the creation of cutting edge clinical products.

#

Contact:
Scott Hunicke-Smith, PhD
V.P. and General Manager Asuragen Pharmacogenomic Services
(512) 681-5212
shunickesmith@asuragen.com