



Nearly Half of Respondents Interested in Switching Primary Suppliers of Nucleic Acid Amplification Products

The New **Nucleic Acid Amplification Series 2 Life Science Dashboard™** from Percepta Associates projects significant potential for switching primary amplification product suppliers

Carlsbad, Calif. – July 14, 2009 - Today Percepta Associates announced the launch of the 2009 **Nucleic Acid Amplification Series 2 Life Science Dashboard™** market research report which draws comparisons to key market indicator data reported in Percepta's 2007 Nucleic Acid Amplification Dashboard. This updated dashboard reveals that product performance and price per reaction most highly influence customer preference to switch suppliers. This report provides rapid access to actionable key market indicators for the nucleic acid amplification market, such as market size, competitive shares, growth rates, customer satisfaction/propensity to switch, and end-user practices, in an '*at a glance*' easy to understand format, for the following nucleic acid amplification research market segments:

- Standard PCR with *Taq* polymerase
- Standard PCR with a hot start *Taq* polymerase
- Standard PCR with a proofreading (high fidelity) polymerase
- qPCR (genomic DNA template) using *Taq* polymerase
- qPCR (genomic DNA template) using hot start *Taq* polymerase
- qRT-PCR (cDNA template) using *Taq* polymerase
- qRT-PCR (cDNA template) using hot start *Taq* polymerase
- Standard PCR thermal cyclers*
- Real-Time PCR thermal cyclers*

*Nucleic Acid Amplification Instrument Segment

Driven primarily by amplification automation, higher median throughput is revealed for many product segments, relative to the 2007 version of the report, resulting in growth for the nucleic acid amplification market as a whole. However, the Nucleic Acid Amplification Dashboard also shows a notable decrease in breadth of technique usage among the seven nucleic acid amplification research market segments studied among researchers in the US and Europe – respondents indicate they use an average of 2.6 of the seven nucleic acid amplification techniques, which is down significantly from the average number of techniques

per researcher indicated in 2007. This Dashboard also analyzes current primary and secondary applications for each nucleic acid amplification segment, uncovering key downstream application changes in the past two years.

The **Nucleic Acid Amplification Series 2 Life Science Dashboard™** shows that Life Technologies (NASDAQ: LIFE), with its Invitrogen and Applied Biosystems brands, continues to be the leading supplier of nucleic acid amplification products in the majority of market segments surveyed. However, other suppliers, including Bio-Rad (NASDAQ: BIO) and Promega Corporation, have gained market share in key segments.

Nucleic acid amplification is one of the few basic methods ubiquitous among scientists using molecular biology techniques to investigate processes such as gene expression, genetic diversity, cloning and mutagenesis. The **Nucleic Acid Amplification Series 2 Life Science Dashboard™** was developed from responses to a 21-question survey of 442 scientists predominantly located in North America and Europe.

"This 2009 nucleic acid amplification report is a valuable resource for Product and Marketing Managers to rapidly access pertinent and current information about the still evolving nucleic acid amplification research market" said Mike Klein, Principal at Percepta.

To view nucleic acid amplification dashboard sample data and the survey questionnaire visit: http://www.perceptaassociates.com/publications/09_nucleic_acid_amplification_overview.shtml

About Percepta

Founded in 2005 in Carlsbad, California Percepta Associates serves a rapidly growing roster of bioscience clients globally. Percepta is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services. Percepta also publishes the **Trends & Opportunities in Early Growth Markets** series of reports providing perspectives on the dynamic nature of early growth markets for supply companies and investors. For more information visit: www.perceptaassociates.com

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