



## **Invitrogen and Amaxa Solidify Market Leadership in the Global Mammalian Cell Transfection Market**

***New Transfection Series 2 Life Science Dashboard™ from Percepta Associates projects growth in virus-mediated transfection***

Carlsbad, Calif. – October 21, 2009 - Today Percepta Associates launched its 2009 [Transfection Series 2 Life Science Dashboard™](#) market research report which draws comparisons to key market data reported in Percepta's 2007 Transfection Dashboard. This updated dashboard reveals that Invitrogen retains its position as the leading commercial supplier of transfection reagents while Amaxa solidifies its leadership position for instrument-mediated transfection. This report provides rapid access to actionable key market indicators for the transfection market, such as market size, competitive share, growth rates, customer satisfaction/propensity to switch and end-user practices, in an *at a glance* easy to understand format, for the following transfection research market segments:

- Lipid-Mediated Transfection
- Instrument-Mediated Transfection
- Virus-Mediated Transfection (new in 2009 report)
- Chemically-Mediated Transfection

The [Transfection Series 2 Life Science Dashboard™](#) shows Life Technologies' Invitrogen brand (NASDAQ: LIFE) continues to dominate as the leading commercial transfection reagent supplier in three of the four segments surveyed, though there is evidence that market share in lipids is changing when compared to Percepta's 2007 Dashboard. Suppliers gaining market share for transfection reagents include Roche Applied Sciences (SIX: RO, ROG; OTCQX: RHHBY) and Mirus Bio. This 2009 transfection dashboard also reveals that Lonza, with the Amaxa brand, owns approximately 1.5 times the market share of its closest competitor in the instrument-mediated transfection segment. Single-digit growth is predicted, with the strongest growth projected for virus-mediated transfection (transduction).

The introduction of nucleic acids into mammalian cells and cell lines using lipid, chemical, viral or electrical methods continues to be performed routinely by life science researchers in order

to quantify, or otherwise measure, levels of gene expression, gene silencing, protein expression and to perform functional analysis studies.

The Transfection Life Science Dashboard™ was developed from responses to a 24-question survey of 427 scientists predominantly located in North America and Europe.

*"This new and updated transfection report is a valuable resource for molecular or cell biology Product and Marketing Managers as transfection is widely used in academic and commercial laboratories" said Anne St Louis, Associate Director at Percepta. "Co-performance of mammalian transfection with other molecular biology techniques remains extremely high and opportunities abound to co-promote and cross-sell to users of transfection products"*

To view transfection dashboard sample data and the survey questionnaire visit:

[http://www.perceptaassociates.com/publications/09\\_transfection\\_overview.shtml](http://www.perceptaassociates.com/publications/09_transfection_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](http://www.perceptaassociates.com)

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