










## Invitrogen Strengthens Leadership in Over Half Billion Dollar Cell Culture Research Market

***New Cell Culture Life Science Dashboard™ from Percepta Associates reveals that one third of researchers in three key market segments would switch suppliers for improved product performance or lower price***

Carlsbad, Calif. – January 8, 2009 – Today Percepta Associates launched its 2008 Cell Culture Life Science Dashboard™ market research report which draws comparisons to key market indicator data reported in Percepta's 2007 cell culture dashboard. The updated cell culture dashboard reveals that Life Technologies / Invitrogen (NASDAQ:LIFE) has strengthened its position as the pre-eminent supplier to the cell culture research market. This report provides rapid access to actionable key market indicators for the cell culture 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 cell culture research market segments:

-  Basal media
-  Fetal bovine serum
-  Other animal sera
-  Balanced salt solutions
-  Serum free media
-  Dry powdered media
-  Growth and attachment factors

The Cell Culture Dashboard shows Invitrogen to be the leading cell culture supplier in all seven market segments surveyed. Other leading suppliers include Thermo Fisher Scientific/HyClone (NYSE:TMO) and Sigma-Aldrich (NASDAQ:SIAL). However, in three of the seven cell culture product categories surveyed, more than 30% of respondents are considering switching suppliers primarily for reasons of product performance or price. Additionally, in two of the seven cell culture product categories surveyed more than 12% of respondents indicated that they have switched primary suppliers in the last six months.

The growth and propagation of mammalian cells in culture is a routine but critical precursor to the investigation of such fundamental cellular processes as gene expression and protein function and to the development of therapeutics. The Cell Culture Dashboard was developed based upon the aggregated responses to a 22-question survey completed by more than 400 scientists predominantly located in North America and Europe.

*“This new cell culture report is a valuable resource for Product and Marketing Managers to rapidly access pertinent and current information about the cell culture research market”* said Mike Klein, Principal at Percepta. *“This market is large and mature, the data-rich format of our Life Science Dashboards™ provides suppliers with the information they need to identify opportunities, and develop targeted messaging to gain share in specific cell culture market segments”*

To view cell culture dashboard sample data and questionnaire visit:

[http://www.perceptaassociates.com/publications/08\\_cell\\_culture\\_overview.shtml](http://www.perceptaassociates.com/publications/08_cell_culture_overview.shtml)

### **About Percepta**

Founded in 2005 in Carlsbad, Percepta Associates serves an impressive and rapidly growing roster of global bioscience clients. Percepta is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services. For more information visit [www.perceptaassociates.com](http://www.perceptaassociates.com)

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