



Percepta Launches The Life Science Dashboard™ Series of Market Intelligence Reports

-- New Reports Reveal Key Market Indicators in Major Life Science Reagent Markets --

CARLSBAD, Calif. - Feb. 14, 2007 - Percepta Associates, a market research and strategic consulting firm focused on serving life science tool companies, announced today the launch of its Life Science Dashboards™ series of segment-specific market reports.

The Life Science Dashboards™ are readily accessible sources of current, segment-specific, life science market intelligence. Designed and implemented by industry veterans, the Dashboards provide key market indicators compiled from the survey responses of hundreds of qualified decision-makers and researchers actively using life science products.

Unlike other reports, The Life Science Dashboards™ feature an at a glance format that provides rapid access to actionable key market indicators in an easy to understand framework, including:

- Market size
- Market share
- Market growth and reaction throughput rates
- Customer satisfaction
- Propensity to switch
- Competitive intensity
- Perceived pricing
- Top suppliers
- Technique usage frequency
- Fastest growing techniques
- Primary and secondary downstream applications

“We recognize that professionals in life science companies need timely, relevant and practical market intelligence as a fact-based foundation for decision making, said Mike Klein, Co-founder and Principal of Percepta. “That’s hard to find in this industry, so we developed The Life Science Dashboards™”

The Nucleic Acid Purification Dashboard reveals that Qiagen (NASDAQ:QGEN), Invitrogen (NASDAQ:IVGN), Promega and Ambion (NASDAQ:ABI) each hold strong segment-specific positions in this market. Embryonic segments, such as microRNA purification, show the greatest growth potential in coming years.

The Nucleic Acid Amplification Dashboard reveals that top suppliers for PCR and RNA amplification such as Applied Biosystems (NASDAQ:ABI), Invitrogen (NASDAQ:IVGN) and Stratagene (NASDAQ: STGN) face competitive pressure from Qiagen (NASDAQ:QGEN), New England Biolabs and others.

The Transfection Dashboard reveals that Invitrogen (NASDAQ:IVGN), Bio-Rad (AMEX:BIO), Roche (VTX:ROG.VX), Qiagen (NASDAQ:QGEN) and Sigma (NASDAQ:SIAL) are the market leaders. Customer interest in switching suppliers is relatively high, particularly for lipid-based transfection reagents.

Additional Dashboards to be launched in the first series include:

- Cell Culture
- Gene Silencing
- Gene Expression Profiling

Percepta launched this initial series of Life Science Dashboards™ to take a snapshot of the current market landscape, with the future goal of regular market sampling to give Dashboard readers a comprehensive, relevant and dynamic view on how the market is adapting to new products, new competitors and new sales and marketing strategies.

To view sample data and questionnaires visit:

http://perceptaassociates.com//publications/life_science_dashboard.shtml

About Percepta

Founded in 2005 in Carlsbad, Percepta Associates has served an impressive and rapidly growing roster of life science clients across North America and Europe. Percepta is a specialized consultancy providing life science suppliers with expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services. Unlike other consultants, Percepta's seasoned associates have a proven track record of leadership in life science supply companies. For more details about our company and services, visit our website at www.perceptaassociates.com

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