



Affymetrix Dominates Microarray Segment; Applied Biosystems Leads Real-Time PCR Segment in Nearly \$1 Billion Gene Expression Profiling Market

Revealed in new Gene Expression Profiling Life Science Dashboard™ from Percepta Associates

Carlsbad, Calif. – April 11, 2007 -- Today Percepta Associates launched its Gene Expression Profiling Life Science Dashboard™ market research report revealing assay growth rates of up to 15% for gene expression profiling methodologies. This new Dashboard presents key market indicators for the gene expression profiling market as a whole in addition to the following methods representing market sub-segments:

- Microarray-based gene expression studies
- Serial Analysis of Gene Expression (SAGE) studies
- Differential gene expression studies using multiplex PCR
- qRT-PCR (cDNA template) using gene specific fluorescent probe
- qRT-PCR (cDNA template) using non-specific SYBR Green
- Northern blot analysis

Gene expression profiling methods enable the quantification of multiple transcripts in a single RNA sample. Relatively new and continually evolving methods, such as microarray analysis, multiplex PCR and quantitative real-time RT-PCR, are integral to deciphering the molecular mechanisms involved in development and disease, and are important tools in the identification of new drug targets.

Percepta's Gene Expression Profiling Dashboard shows that Affymetrix (NASDAQ:AFFX) continues to dominate the microarray expression profiling segment. Applied Biosystems (NASDAQ:ABI) and Invitrogen (NASDAQ:IVGN) are top suppliers in five of the six segments surveyed. Interestingly, four out of six segments surveyed have a sizable percentage of users performing the technique using homemade reagents. This highlights the ongoing potential, in this market, for conversion of such users to a commercial product.

This new gene expression profiling market report from Percepta Associates, a market research and strategic consulting firm focused on serving life science companies, was developed from responses to a 36-question survey by over 360 scientists predominantly located in North America and Europe.

"The gene expression profiling market continues to be attractive and offer key opportunities for life science reagent suppliers," said Scott Provost, Principal of Percepta. "However, it has entrenched leaders in selected segments. It's essential that gene expression profiling suppliers have a clear picture of where strategic opportunities lie. This new Dashboard is a valuable, up-to-date resource of data for suppliers to use when planning their business approach."

To view gene expression profiling market research sample data and questionnaires visit:
http://www.perceptaassociates.com/publications/gene_expression_overview.shtml

Life Science Dashboards™ are readily accessible sources of current, segment-specific, market research. Designed and implemented by industry veterans, each dashboard provides key life science market indicators

compiled from the survey responses of hundreds of qualified decision-makers and researchers actively using molecular biology and cell culture products.

Unlike other market research reports, Percepta's 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

About Percepta

Founded in 2005 in Carlsbad, Percepta Associates serves an impressive and rapidly growing roster of bioscience clients across North America and Europe. 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 <http://www.perceptaassociates.com>

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