



Percepta Launches Life Science Dashboard(TM) Market Research Reports for Purification, Amplification and Transfection

New Market Research Reports Reveal Key Indicators in Molecular Biology Reagent Markets

CARLSBAD, Calif. - February 15, 2007 - Percepta Associates, a market research and strategic consulting firm focused on serving molecular biology and cell biology companies, announced today the launch of its Life Science Dashboards™ series of segment-specific market research reports.

The 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

"We recognize that professionals in bioscience tools companies need timely, relevant and practical market research 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 these key indicator 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 segments such as Applied Biosystems (NASDAQ:ABI), Invitrogen (NASDAQ:IVGN), Promega 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 molecular biology and cell culture dashboard-based market research reports 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 market research sample data and questionnaires visit:
http://perceptaassociates.com/publications/life_science_dashboard.shtml

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. Unlike other consultants, Percepta's seasoned associates have a proven track record of leadership in life science supply companies. For more information visit www.perceptaassociates.com

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