



## **Invitrogen Dominates Cell Culture Market - Revealed in New Life Science Dashboard™ from Percepta Associates**

### **However Invitrogen Challenged by HyClone and Sigma in Specific Cell Culture Market Segments**

**Carlsbad, Calif. -- March 07, 2007** – Today Percepta Associates launched its Cell Culture Life Science Dashboard™ market research report revealing Invitrogen (NASDAQ:IVGN) as the dominant supplier in the cell culture research market, which includes: basal media, animal sera, balanced salt solutions, serum free media, dry powdered media and growth and attachment factors. The Cell Culture Dashboard shows Invitrogen to be the leading cell culture supplier in all six market segments surveyed. However, Invitrogen is challenged by close competitors Thermo Fisher Scientific/HyClone (NYSE:TMO) which takes the lead in supplying North American animal sera and Sigma (NASDAQ:SIAL), the leading supplier of growth and attachment factors to the academic market. Opportunities for companies looking to gain share in the cell culture market lie in dashboard findings that four of the six market segments surveyed showed greater than 20% of scientists using cell culture techniques are considering switching to a different supplier.

This new cell culture market report from Percepta Associates, a market research and strategic consulting firm focused on serving life science companies, was developed from responses to a 35-question survey by over 350 scientists predominantly located in North America and Europe.

“It’s vitally important for cell culture suppliers to have a clear picture of where opportunities lie in this large, mature and crowded market” said Mike Klein, Principal of Percepta. “This dashboard will help companies identify the most attractive areas for winning market share from leading suppliers, like Invitrogen, as they plan sales and marketing strategies”

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

Life Science Dashboards™ currently available include:

- Cell Culture
- Nucleic Acid Purification
- Nucleic Acid Amplification
- Transfection
- Gene Silencing
- Gene Expression Profiling

To view cell culture market research sample data and questionnaires visit:

[http://www.perceptaassociates.com/publications/cell\\_overview.shtml](http://www.perceptaassociates.com/publications/cell_overview.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. For more information visit [www.perceptaassociates.com](http://www.perceptaassociates.com)

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