



Attractive Growth Projected in RNAi Market - Invitrogen and Applied Biosystems Revealed as Leading Suppliers in New Life Science Dashboard™ From Percepta Associates

Carlsbad, Calif. -- March 19, 2007 – Today Percepta Associates launched its Gene Silencing Life Science Dashboard™ market research report revealing market growth rates of between 11% and 30% for gene silencing methodologies. This new Dashboard presents key market indicators for the gene silencing market as a whole as well as for the following methods representing market sub-segments:

- RNAi screens using siRNA libraries
- Inducing siRNAs in vivo from a plasmid or other vector in cells
- Delivering synthetic siRNAs into cells
- Digesting long dsRNA in vivo using dicer or other enzymes
- Expressing siRNA in vitro for delivery into cells
- Using PCR mediated siRNA expression cassettes to generate siRNAs
- Delivering siRNAs into cells by transfection
- Delivering siRNAs into cells by electroporation
- Delivering siRNAs into cells by viral infection
- Using a reporter systems to track gene knockdown

RNA interference (RNAi) is rapidly emerging as an integral tool for investigating the physiological function of genes. RNAi -based methods allow researchers to modulate, and in many cases effectively silence, expression of a gene of interest. Systems for delivering RNAs into cells for the purpose of gene silencing include standard transfection technologies as well as plasmid and viral systems for the inducible expression of siRNAs *in vivo*.

The Gene Silencing Dashboard shows Applied Biosystems (NASDAQ:ABI), primarily with its Ambion products, and Invitrogen (NASDAQ:IVGN) to be among the top suppliers for all ten categories surveyed. Other companies recognized as leaders in specific segments include Dharmacon (NYSE:TMO), Qiagen (NASDAQ:QGENF) and Amaxa Biosystems.

This new gene silencing 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 silencing market is one of the most rapidly growing markets served by life science tool companies” said Scott Provost, Principal of Percepta. “However, it’s an increasingly competitive market. This Dashboard report will help companies currently serving the gene silencing segments, as well as those planning entry, to quickly assess where opportunities for growth and share gain lie.”

To view RNAi market research sample data and questionnaires visit:
http://www.perceptaassociates.com/publications/gene_silencing_sample.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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