



Applied Biosystems & Bio-Rad Laboratories Gain Gene Expression Profiling Market Share

Dynamic gene expression profiling market revealed in Percepta Associates' new Gene Expression Profiling Life Science Dashboard™ market research report.

Carlsbad, Calif. – April 29, 2008 -- Today Percepta Associates Inc. announced the release of Series Two of its Gene Expression Profiling Life Science Dashboard™ market research report. Drawing comparisons to the findings of Series One published in February 2007, Percepta reports measurable shifts in market share within this market. Percepta's survey of active global life science researchers revealed that **Applied Biosystems** (NYSE: ABI) and **Bio-Rad Laboratories** (AMEX: BIO) have enjoyed the greatest gains in overall market share in the largest expression profiling segments. **Affymetrix** (NASDAQ: AFFX) remains the strong leader in its primary market segment, microarray-based expression profiling, but other companies appear to be making headway. **Invitrogen** (NASDAQ: IVGN), **Agilent Technologies** (NYSE: A), and **Roche Applied Sciences** (VTX: ROG.VX) are among other companies that experienced market share changes in 2007. Contributing to these market dynamics is an increase in nearly all segments in researcher's desire to switch gene expression product suppliers for a variety of performance or service reasons.

Product segments analyzed in Series Two of the new Gene Expression Profiling Life Science Dashboard™ include:

- Microarray-based gene expression analysis
- Serial analysis of gene expression (SAGE)
- Differential gene expression analysis using multiplex PCR
- qRT-PCR analysis using gene specific probes
- qRT-PCR analysis using SYBR Green
- Northern Blot analysis
- Transcriptome studies using tiling arrays (new in Series Two)
- Transcriptome studies using short read sequencing (new in Series Two)

Gene expression profiling methods enable the detection and measurement of multiple expressed gene transcripts in a single RNA sample. Continually evolving methods, such as microarray analysis, multiplex PCR and quantitative real-time PCR, are integral to deciphering the molecular mechanisms involved in gene function, biological development and disease progression, and are important tools in the discovery and development of new drug targets and diagnostic biomarkers.

"The expression profiling market churn observed in this market research report illustrates how the genomics market will be changing as new technologies are embraced that enable researchers to integrate genetic analysis methods more cost effectively and extract even more information from a single sample."

said Scott Provost, Principal at Percepta. "The most successful life science market suppliers will monitor the early market indicators, anticipate change and rapidly make the strategic adjustments needed to secure market leadership. The Life Science Dashboard™ series was designed to support this process."

To view gene expression profiling market research sample data and questionnaires visit:
http://www.perceptaassociates.com/publications/08_gene_expression_overview.shtml

Life Science Dashboards™ are a 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 qualified decision-makers and researchers actively using life science research 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, California Percepta Associates serves a 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

CONTACT: Percepta Associates Inc.

Mike Klein

Principal

Phone: 760 597 9236

Email: mklein@perceptaassociates.com