



Asuragen Introduces Four New microRNA Services

Austin, Texas – December 19, 2007 – Asuragen Services announced today a collection of new services to profile microRNAs (miRNAs). This compilation of services includes a new high-sensitivity assay for Asuragen's DiscovArray™ miRNA Expression Profiling Service, expansion of Asuragen's miRInform™ miRNA data packaging system to support Agilent miRNA array data, the new ABI TaqMan®* Human v 1.0 miRNA Array, and a new miRNA-compatible sample prep service for PAXgene® blood samples.

"Asuragen continues to invest in offering the best miRNA technologies available from sample prep to data analysis, with the specialized data analysis and interpretation required for this exciting new class of RNA," said Matt Winkler, CEO/CSO, Asuragen, Inc..

The DiscovArray Service, initially launched in August, uses an Affymetrix-based chip that contains > 13,000 candidate and Sanger miRNAs and now requires only 50-200 ng total RNA input. The increased sensitivity allows profiling even from challenging samples such as formalin-fixed paraffin embedded (FFPE) tissues.

miRInform, also launched in August, was developed at Asuragen for the normalization and delivery of miRNA data in DVD format with interactive figures that link directly to Sanger mirBase, tables, and publication ready images. miRInform is an extremely cost-effective tool for mining data from the Agilent Human miRNA Microarray without requiring third-party tools or extensive statistical training, and comes with a personal data review with a trained analyst.

After extensive qualification of the assays, Asuragen now offers all TaqMan miRNA assays, including the Human v1.0 miRNA array from Applied Biosystems ("AB"). Asuragen built standard curves for 250 of the most commonly used miRNA assays from AB to quantitatively assess these miRNAs.

Finally, Asuragen is proud to be the first pharmacogenomics service provider to offer a miRNA-compatible isolation service for the popular PAXgene blood collection system.

These new services are available immediately to support basic research or clinical pharmacogenomic testing.

About Asuragen, Inc.

Asuragen is a molecular biology service provider and fully integrated diagnostic reagent company focused on molecular oncology and early detection of cancer, with emphasis on miRNA. The Asuragen Services Division provides a comprehensive range of molecular services empowering commercial and academic scientists to rapidly acquire a wide range of molecular data. Asuragen's rich legacy in RNA serves as a focal point for all of its services, including Gene Expression Profiling, miRNA Expression Profiling, data analysis and bioinformatics support, and nucleic acid isolation. Asuragen's cGLP services are suitable for clinical research studies, pharmacogenomics, and biomarker discovery.

Asuragen also provides a high level of expertise in assay development, a well developed business infrastructure, and an established cGMP manufacturing facility that allow it to span the spectrum of discovery, testing, production, and commercialization. Asuragen is dedicated to developing new technologies that will lead to cutting edge clinical products.

*This test is performed pursuant to license arrangements with Roche Molecular Systems, Inc. and Applied Biosystems Corporation.

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Contact:
Scott Hunicke-Smith, PhD
V.P. and General Manager
Asuragen Services
(512) 681-5200
shunickesmith@asuragen.com