



Media Inquiries Contact:
Thomas Carey
BioCentury Publications, Inc.
tcarey@biocentury.com
+1 650 595-5333

Grace Baynes
Nature Publishing Group
g.baynes@nature.com
+44 (0)20 7014 4063

**NATURE PUBLISHING GROUP and BIOCENTURY LAUNCH SITE LICENSE MODEL
and HTML FORMAT FOR *SciBX*™.**

***SciBX: Science-Business eXchange* available in both PDF and HTML formats**

London and Redwood City, Calif. - November 10, 2008 – Nature Publishing Group and BioCentury Publications, Inc. today announce the launch of a full-text HTML version of *SciBX: Science Business eXchange* to complement the existing distribution via PDF. The new format supports institutional purchasers keen to provide site-wide access for their users via www.nature.com/scibx.

Published weekly, *SciBX* provides concise analysis of the scientific content and commercial potential of the most important translational research with the potential to transform human therapeutics and diagnostics. By distilling the flood of life sciences literature down to the 25 key scientific developments each week and providing in-depth analysis of the most important findings, *SciBX* provides a unique scientific and commercial perspective on today's breakthrough science. The same content will be published weekly in both formats.

The HTML version is expected to appeal to librarians serving academic and corporate research institutions.

Peter Collins, Publishing Director at Nature Publishing Group, said: "This is a valuable development for *SciBX*. *SciBX* is now compatible with the site license subscription model that many of our customers are familiar with, whilst maintaining the simplicity and convenience of PDF delivery for biotechnology and pharmaceutical executives and the investment community."

Under the site license option, *SciBX* will be integrated with the services on www.nature.com, allowing full-text search of archived content, registration for Table of Contents E-alerts, links to references and inclusion of articles from *SciBX* in Saved Search results. The complete archive back to Issue 1 will be available in HTML by the end of the year. Pricing for site-wide access is calculated based on institution type and size.

David Flores, Co-Founder, President and CEO of BioCentury noted that *SciBX* plays a key role in communicating between academic and corporate scientists: "*SciBX* serves academic researchers and their institutions by showcasing the value of their intellectual property and identifying the critical next steps that industry believes are necessary to bring their innovative science to the healthcare community. So, *SciBX* is a unique literature awareness and educational tool for academic scientists. And for the corporate R&D and business development departments, *SciBX* is an essential awareness and analysis tool that identifies new science with potential commercial, competitive and investment impact".

-ENDS-

About SciBX *SciBX: Science-Business eXchange* is a joint publication from BioCentury Publications, Inc. and Nature Publishing Group that evaluates hundreds of high impact peer-reviewed scientific papers and selects the most commercially relevant findings that merit deeper analysis. Each issue contains *Analysis*, in-depth articles examining the commercial impact and next steps required to translate the newest developments in the lab into innovative healthcare solutions. This coverage is complemented by *The Distillery*, a compilation of the most recently published science with commercial implications, including information on patent and licensing status. *SciBX* is published weekly in PDF format and is e-mailed to personal subscribers throughout the world. *SciBX* is also now available as a full-text, HTML web site for institutional site-wide access at www.nature.com/scibx.

About BioCentury BioCentury Publications, Inc., independently owned and based in Redwood City, Calif., provides essential biopharma intelligence from offices in the U.S. and Europe. Over nearly 16 years, a global audience of biotech and pharmaceutical executives and investors has benefited from BioCentury's deep knowledge, data-driven analysis, independent perspective and trustworthy content available through the company's publications, online data resources and collaborative industry conferences. Long respected for the thought leadership provided by *BioCentury*, the *Bernstein Report on BioBusiness*®, the company also publishes *BioCentury Extra*, a concise daily news report for executives, and *BioCentury Part II*, a complete weekly compendium of deals, product developments and financing events. These authoritative reports are backed by the *BCIQ*™ online business intelligence platform, which provides access to information on more than 4,000 public and private companies, 5,000 biopharma compounds and \$200 billion in financings. For more information, please visit www.biocentury.com.

About Nature Publishing Group Nature Publishing Group (NPG) is dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. NPG also publishes *Nature Biotechnology* and *Nature Reviews Drug Discovery* – the pre-eminent publications for academic and corporate scientists interested in drug discovery – together with the *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News* and scientific career information and free job postings on *Naturejobs*. NPG is a global company with principal offices in London and New York and offices in Basingstoke, Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Melbourne, Munich, Paris, San Francisco, Tokyo and Washington DC. For more information, please go to www.nature.com.

###

BioCentury Publications, Inc.
P.O. Box 1246
San Carlos,
CA 94070, USA
www.biocentury.com

Nature Publishing Group
75 Varick Street
New York,
NY 10013, USA
www.nature.com