

Promega and EraGen Biosciences Announce Gene Expression Technology Agreement

Promega Corporation and EraGen Biosciences, two Madison-based life science companies, have signed a licensing agreement giving Promega exclusive rights to quantitative gene expression assays for the life science research marketplace using technology developed by EraGen. The EraGen technology will enable Promega to offer researchers easier and more accurate methods to measure expressions of nucleic acids.

The Promega/EraGen partnership grants Promega global distribution rights for assays for research. Promega will develop and manufacture reagent systems in their Madison facility. EraGen will provide Promega with patented chemistry and proprietary software. Launch of the Promega branded product is scheduled for this year.

"This agreement is a result of a strategic relationship that developed through the interactions of our scientists in the Madison biotechnology community," said Bill Linton, president and CEO, Promega Corporation. "It provides us with an opportunity to combine our strengths and deliver a product to researchers that will help

them more efficiently determine changes in cellular expression of nucleic acids."

The EraGen technology is a patented nucleic acid detection system combining proprietary EraGen chemistry with a novel software package. The result allows the rapid development of high performance and easy-to-use nucleic acid assays for life science research applications.

"We are very excited about our strategic alliance with a powerful partner like Promega. Their highly respected reputation and global recognition in the life science research market will drive our technology to wider acceptance. Promega should expect rapid market acceptance as validated by our recent SARS detection system. A market presence by Promega will further enhance EraGen's product development for the clinical diagnostic market," said Irene Hrusovsky, M.D. President and CEO of EraGen Biosciences.

About Promega Corporation

Promega Corporation is a leader in providing innovative solutions and technical support to the life sciences industry. The company's 1200 products enable scientists worldwide to advance their knowledge in genomics, proteomics and cellular analysis, molecular di-

agnostics and human identification. Founded in 1978, the company is headquartered in Madison, WI., USA with branches in 10 countries and 54 global distributions. Annual sales exceed \$150 million. For more information about Promega visit www.promega.com.

About EraGen Biosciences

Based in Madison, Wisconsin, EraGen Biosciences is driving innovative genetic-based diagnostics and drugs to market faster. The company develops and commercializes high performance molecular diagnostics and drug discovery products to capitalize on the rapidly growing market for personalized medicine and rapid response needs for bioterrorism. Further information is available at 608-662-9000 or visit www.eraGen.com.

The "New Products" page is designed to offer you news and information from businesses serving the genetics community. We welcome your submissions. All submissions are subject to review by the Editor. For more information, contact Al Lucchesi, National Accounts Manager, Lippincott Williams & Wilkins, 530 Walnut Street, Philadelphia, PA 19106; phone 215-521-8409; fax 215-521-8411; email alucches@lww.com.