



Asuragen Launches Signature® LTx (Leukemia Translocation Panel) Globally

Austin, Texas - April 23, 2008 – Asuragen, Inc. announced today the global launch of Signature® LTx (Leukemia Translocation Panel), a multiplexed reverse transcription PCR (RT-PCR) assay that detects nine common leukemia-associated translocations. The assay is performed on a Luminex cytometer using a multi-probe liquid bead array method. The liquid bead array format provides comprehensive information in a single well, providing efficiency and cost benefits to the laboratory.

The product was first launched in the United States late 2005, and is currently utilized by hospitals and cancer centers throughout the United States. The Signature® LTx (RUO) panel is utilized for the rapid detection and identification of the fusion transcripts from common chromosome translocations and abnormalities associated with CML, AML, APL, and ALL. “The Signature LTx panel is more sensitive than standard karyotype and FISH analysis, and because it is highly multiplexed, eliminates the need for analysis on numerous assays and platforms”, said Dr. Tim Stenzel, Vice President R & D, and Chief Medical Officer, Asuragen, Inc.

The Signature® LTx (RUO) product is available immediately to laboratories throughout the world. This product launch marks the continued globalization of the Signature® product portfolio, including reagents for cystic fibrosis and Ashkenazi Carrier Panel.

About Asuragen, Inc.

Asuragen is a fully integrated diagnostic reagent company and molecular biology service provider, focused on molecular oncology and genetic diseases, with emphasis on microRNA (miRNA). Asuragen’s current diagnostic product portfolio consists of Signature® Genetic Testing and Oncology Testing products as well as industry leading controls and standards engineered using its patented Armored RNA® technology. Asuragen is empowered with a high level of scientific expertise and assay development along with a well developed business infrastructure, GLP testing services and an established cGMP manufacturing facility that allows it to span the spectrum of discovery, testing, production and commercialization. Asuragen is dedicated to developing new technologies that will become cutting edge clinical products. More information is available at the Company’s website: www.asuragen.com.

In addition, Asuragen has a miRNA therapeutics program which was recently spun off into a separate entity called Mirna Therapeutics. More information on Mirna Therapeutics is available at www.mirnatherapeutics.com.

#

Asuragen, Inc.
2150 Woodward St., Suite 100,
Austin TX 78744
PH: 512-681-5200
T: 877-777-1874
F: 512-681-5201
www.asuragen.com

Contact:
Lori Brisbin
Director of Marketing
Asuragen, Inc.
512-681-5358
LBrisbin@asuragen.com