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## **Asuragen Adds NuGEN Ovation® Systems to Gene Expression Profiling Menu for RNA Amplification and Target Preparation**

**San Carlos, Calif.—October 22, 2008—** NuGEN Technologies, Inc., a leader in nucleic acid sample preparation, announced today that the Pharmacogenomic Services Division of Asuragen, Inc., has added NuGEN Ovation® Systems to its menu of gene expression profiling services and as another component of the **ENCOMPASS™** Services for FFPE portfolio.

The NuGEN Ovation Systems family of RNA amplification and labeling products enables life scientists to conduct sensitive, robust, global gene expression profiling and novel signature discovery using a variety of challenging biological samples and gene expression platforms. Ovation Systems products are designed for use with a broad range of sample types including formalin-fixed, paraffin-embedded (FFPE) tissues, whole blood, tissue biopsies, laser-captured micro-dissected cells (LCM), sorted cells and others.

Asuragen will initially offer NuGEN RNA amplification and target preparation services for FFPE tissue and whole blood samples on the Affymetrix GeneChip® platform, using the following established workflows:

- **WT-Ovation™ FFPE Solution:** A complete target preparation solution that enables global gene expression analysis of vast archives of degraded RNA derived from FFPE samples using Affymetrix GeneChip Exon and Gene ST arrays starting with as little as 50 ng of total RNA.
- **Ovation® Whole Blood Solution:** A target preparation solution that enables global gene expression analysis of as little as 20 ng of whole blood RNA without the need for globin reduction procedures.

The Asuragen ENCOMPASS™ Services for FFPE portfolio will employ the NuGEN WT-Ovation™ FFPE Solution with Affymetrix GeneChip microarrays to provide researchers access to significant biological information locked in precious archived samples.

“Adding NuGEN target preparation solutions to our **ENCOMPASS™** Services portfolio was a direct response to customer requests for a fast, flexible, and sensitive amplification methodology for FFPE samples using Affymetrix Gene 1.0 ST and Exon 1.0 ST arrays,” explained Carol Berry, Asuragen vice president and general manager of the Pharmacogenomic Services Division. “In addition, our goal is to support customers that profile other rich but challenging samples such as whole blood.”



Dr. Joe Don Heath, NuGEN senior director, technical marketing and automation solutions noted, "NuGEN Ovation Systems are a great fit for Asuragen customers. NuGEN is committed to creating simple, highly reproducible, and easy-to-automate amplification and labeling solutions that ensure optimal results based on proven protocols. Asuragen's commitment to the highest standards for quality and service mirrors our own, so researchers can have the utmost confidence in their results."

NuGEN achieved ISO 13485:2003 certification in early 2008 for its quality management systems established in 2006 to support the company's customers in meeting mandated regulatory processes.

For pricing and availability of Asuragen's EMCOMPASS Services using NuGEN's Ovation Systems, contact Asuragen at 1-877-777-1874, or e-mail [Support@asuragen.com](mailto:Support@asuragen.com)

For more information on Ovation Systems, contact NuGEN Technologies at 888-654-6544, email [custserv@nugeninc.com](mailto:custserv@nugeninc.com), or visit the NuGEN website at [www.nugeninc.com](http://www.nugeninc.com).

#### **About NuGEN**

NuGEN Technologies, Inc. ([www.nugeninc.com](http://www.nugeninc.com)), based in San Carlos, CA, is focused on the development and commercialization of sensitive, rapid, and high-throughput amplification and sample preparation systems to enable the comprehensive analysis and discovery of biological mechanisms, cellular responses, and disease pathologies.

#### **About Asuragen, Inc.**

Asuragen, Inc. is a molecular biology service provider and fully integrated diagnostic reagent company focused on molecular oncology and the early detection of cancer, with emphasis on microRNA (miRNA). The Asuragen Pharmacogenomic Services Division provides comprehensive molecular services for DNA, mRNA, and miRNA empowering commercial and academic scientists to rapidly acquire a wide range of molecular data. Our services group possesses critical expertise in biomarker discovery, assay design and validation, clinical trial design, CLIA-based testing, project management, and analysis.

Asuragen also provides a high level of expertise in diagnostic 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. Visit our website at [www.asuragen.com](http://www.asuragen.com)

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