



Asuragen Announces Launch of its miRNA Biofluids Service for miRNA Analysis from Serum, Plasma, and more

Austin, Texas – March 31, 2011. Asuragen, Inc. announced today the launch of its new [miRNA Biofluids](#) service offering designed to interrogate miRNAs from serum, plasma, cerebral spinal fluid, and urine. Supported by a growing body of literature, the utility of miRNA biomarkers in biofluids has been demonstrated for numerous disease areas including Cancer, Neurology, Autoimmune, and Cardiovascular diseases. Over the past 5 years, Asuragen scientists have developed a suite of optimized protocols, now available as services, for the isolation and analysis of miRNAs from diverse biofluids. The ability to perform biomarker analysis from easily accessible and regenerative biofluid samples, in contrast to procuring invasive tissue biopsies, greatly facilitates sample collection and patient recruitment for clinical studies.

“We are excited to extend our proven track record of miRNA biomarker expertise to these accessible sample types that will enable our pharmaceutical partners to simplify and accelerate their work in drug development,” said Carol Berry, Senior Vice President and General Manager of Asuragen’s Genomic Services. “In 2010 we initiated an early access program to a selected number of pharmaceutical, biotechnology and academic partners that have worked with us to successfully profile over 1,000 unique biofluid samples amassing a wealth of data for our partners.”

About Asuragen Services

Unique in the industry, the Asuragen Services team members are experts in providing comprehensive solutions that aid in the research and development of novel drugs and companion diagnostic tests for personalized medicine. The Asuragen Genomic Services Division provides a comprehensive range of molecular services including analyte isolation/preparation from multiple sample types, genomic profiling, miRNA/mRNA expression profiling, biomarker discovery, assay design and validation, CLIA-based clinical testing, bioinformatics, and regulatory and project management services. Catering to Pharma and Biotech clients, Asuragen delivers solutions for routine research and drug development through companion diagnostics. To find out more about our services please visit www.asuragen.com/Services/.

About Asuragen

Asuragen is a fully integrated diagnostic development company and pharmaceutical services provider with special capabilities in the area of mRNA and miRNA. The Company’s diagnostic product portfolio consists of the first-ever validated microRNA diagnostic assay for pancreatic cancer, quantitative RNA tests for leukemia gene translocations, innovative genetic testing solutions for the fragile X mental retardation (*FMR1*) gene, Signature[®] Oncology products for the qualitative detection of gene translocations and mutations in a variety of hematological and solid tumors, RNA stabilization technologies, and 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 capabilities, CLIA and GLP testing services, and an established cGMP manufacturing facility, which allow it to span the spectrum of discovery, testing, production and commercialization for companion diagnostics. More information is available at the Company’s website: www.asuragen.com.

###

Contact:

Carol Berry
Senior Vice President
Asuragen Genomic Services
512.681.5200
cberry@asuragen.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