



## **Asuragen Launches Powerful New microRNA Analysis Tool** **First Generation Array Content Probes Over 13,000 Candidate miRNAs**

**Austin, Texas, USA – August 2, 2007** – – Asuragen, Inc., a molecular biology service provider and oncology molecular diagnostic company, announced today the launch of its new high-content microRNA (miRNA) service. The service enables comprehensive analysis of miRNA expression profiles from published miRNA sequences and a vastly expanded set of unpublished candidate miRNAs.

The first generation platform for Asuragen's DiscovArray<sup>SM</sup> miRNA Expression Service uses a new Ambion array that is custom-manufactured by Affymetrix<sup>®</sup> and designed specifically for miRNA expression analysis. Currently available only through Asuragen Services, the array contains features representing validated Sanger miRBase content in combination with over 12,000 exploratory human miRNAs.

The robustness of the Affymetrix platform and Asuragen's highly sensitive labeling technology combined with miRInform<sup>™</sup>, a new web-enabled data delivery system from Asuragen, offer unprecedented data quality and value to anyone studying miRNAs.

"The DiscovArray service provides a dramatically expanded view in potential miRNAs on the gold-standard Affymetrix platform," commented Scott Hunicke-Smith, V.P. and General Manager of Asuragen Services. "Data analysis is delivered so that results can be understood within minutes, and is priced to encourage researchers to build more power into their studies within a given budget."

"Data quality is paramount to us and our customers. The reproducibility, sensitivity, and content represented in the DiscovArray service along with Asuragen's experience in miRNA research allows us to offer outstanding miRNA data quality," added Greg Kinch, Director of Sales and Marketing for Asuragen Services.

Asuragen, a cGMP/cGLP company, is dedicated to development of new products for miRNA discovery and the advancement of RNA-based science in the field of disease management.

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

Asuragen is a molecular biology service provider and fully integrated diagnostic reagent company focused on molecular oncology and early detection of cancer, with emphasis on miRNA. Asuragen Services provides a comprehensive range of molecular services enabling scientists to make more informed and reliable decisions. Asuragen's expertise in RNA serves as a focal point for all of its services, including Gene Expression Profiling, microRNA Expression Profiling, data analysis and bioinformatics support, and nucleic acid isolation. Asuragen's cGLP services are suitable for clinical research studies, pharmacogenomics, and biomarker discovery.

For more information, please visit [www.asuragen.com](http://www.asuragen.com).

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