

FOR IMMEDIATE RELEASE:

Contact: Karen Michailo
919.287.4277 (office)
919.349.3687 (mobile)

Expression Analysis® to Adopt Third-Generation DNA Sequencing Platform from Pacific Biosciences

Durham, May 24, 2010 – [Expression Analysis](#), a leading provider of genomic services for clinical trials and research, announced today that it has agreed to purchase a PacBio RS DNA sequencing system from northern-California based Pacific Biosciences, whose third-generation DNA sequencing technology is expected to revolutionize the field of genetic analysis through the use of single molecule real time (SMRT™) detection of biological events.

Expression Analysis will receive one of the first commercially released instruments, anticipated to be launched in the second half of 2010, and will become the first US commercial service provider for Pacific Biosciences. The PacBio RS will enable Expression Analysis to better serve the requirements of the pharmaceutical and biotechnology industries, specifically as it relates to oncology and infectious disease research. The company intends to help its customers push the limits of their biological research and accelerate their discoveries with this genuine breakthrough in DNA sequencing.

“Expression Analysis’ commitment to Pacific Biosciences’ revolutionary SMRT technology is an important step towards our goal of helping researchers decode the complexity of human disease,” stated Steve McPhail, President and CEO of Expression Analysis. “The longer read lengths allow sequencing of complex regions of the genome never before possible and provide a more thorough understanding of structural genetic variations. We look forward to working with Pacific Biosciences and our clients in generating breakthrough discoveries using this new technology,” continued McPhail.

“For nearly 10 years Expression Analysis has been providing genomic services to life science and biomedical research communities, and has excelled in providing pharmaceutical and biotech companies critical DNA and RNA profiling services to enable a better understanding of drug response,” stated Eric Schadt, PhD, CSO of Pacific Biosciences. “We are excited that Expression Analysis has selected our SMRT Biology platform to provide a new level of genomics services to the drug discovery/development community. By providing a more comprehensive view of the extent of DNA and RNA variation and its association with disease and drug response, their deployment of SMRT sequencing will provide pharmaceutical companies the ability to make more informed decisions earlier in the drug development process, ultimately helping to ensure the right drug is delivered to the right patient at the right time,” continued Schadt.

About Expression Analysis, Inc.

Expression Analysis (www.ExpressionAnalysis.com) provides whole genome to focused set gene expression and genotyping assays along with DNA sequencings services, sequence enrichment technologies and bioinformatics support. Platforms utilized include Affymetrix GeneChip® and GeneTitan®, Applied Biosystems’ Taqman, Fluidigm’s Biomark and Access Array Systems, Illumina BeadChip® and Genome Analyzer, NanoString Technologies nCounter® Analysis System, RainDance Technologies RDT 1000 and, in the near future, the [Pacific Biosciences™](http://www.PacificBiosciences.com) PacBio RS. Expression Analysis offers solutions for challenging specimens such as whole blood and FFPE tissues, as well as nucleic acid isolation and data analysis services. Our quality system follows CLSI guidelines and our CLIA-registered laboratory supports GLP compliance.

###