



MEDIA RELEASE – 1 JULY 2005

FLUOROPROFILE™ PRODUCT LAUNCH

Fluorotechnics Pty Limited today announces the global launch of FluoroProfile™ Protein Quantification Kit through the signing of an exclusive, global distribution agreement with Sigma-Aldrich Co. (St Louis, USA).

Fluorotechnics takes great pleasure in announcing the launch of this Australian developed product through Sigma-Aldrich, one of the world's leading life science companies.

Under the licensing agreement Sigma-Aldrich Co. has the global rights to sell, market and distribution our product under the trade name, FluoroProfile.

Fluorotechnics is proud to be associated with Sigma-Aldrich Co., a highly regarded life science and high technology company with global reach and hopes that it will be the first of many such agreements.

FluoroProfile offers many technical advantages over current protein quantification methods, including that it is very sensitive and robust to substances that inhibit most protein assays. It is particularly suited to quantifying proteins where samples are precious or samples prepared for 2-D and 1-D electrophoresis, IEF gels and anywhere accurate quantification of protein is needed.

FluoroProfile is:

- Sensitive, enabling as little as 40 ng/mL protein to be accurately quantified
- Wide range of convenient assay volumes: 100 µL - 3 mL
- Wide dynamic range, over 3-orders of magnitude
- Easy, simply mix 1 part working solution with 1 part of sample
- Quick, data can be read within 20 minutes
- Signal is not affected by light or temperature and remains stable for up to 6 hours
- Time-consuming heating and reduction steps of protein are not required
- The kit is free of strong solvents and acids
- Low protein-protein variability
- Assay is robust to interfering compounds such as DNA and solubilisation reagents used in 1-D and 2-DGE sample preparation
- The kit is designed for use in a wide range of fluorescence measuring instruments
- Proteins are not precipitated or denatured and can be used in subsequent analyses

- Environmentally friendly and easy to dispose as it is not based on heavy metals

FluoroProfile has also been shown to be suitable for quantifying peptides and should find great utility for peptidomic and proteomic studies.

FluoroProfile Protein Quantification Kit is available through the extensive, global sales network of Sigma-Aldrich Co. or via the internet at www.sigmaaldrich.com.

Alternatively, for any North American enquiries please contact Fluorotechnics' our sales and marketing manager, Mike Lyrystis at mlyristis@fluorotechnics.com.

About Fluorotechnics Pty Limited:

Fluorotechnics is a Sydney based biotechnology company formed in 2002 that develops and manufactures fluorescent compounds and fluorescence based detection kits for the global biotechnology industry. These fluorescent compounds and kits are based on Fluorotechnics owned intellectual property.

Fluorotechnics' first product, Deep Purple Total Protein Stain is sold through under an exclusive, global agreement with GE Healthcare, previously Amersham Biosciences.

Fluorotechnics acknowledges the financial assistance of the Australian and NSW Governments in the development of this product, through the R&D Start and Biotechnology Innovation Grant Schemes.

About Sigma-Aldrich CO.:

Sigma-Aldrich is a leading Life Science (75%) and High Technology (25%) company with \$1.2 billion in annual sales. Its biochemical and organic chemical products and kits are used in scientific and genomic research, biotechnology, pharmaceutical development, the diagnosis of disease and chemical manufacturing. Sigma-Aldrich has customers in life science companies, university and government institutions, non-profit organizations, hospitals and in industry. Over one million scientists and technologists use their products. Sigma-Aldrich operates in 34 countries and has 6,000 employees providing excellent service worldwide.

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