

Fluorotechnics signs product sales and distribution agreement with Active Motif

26 October 2006 – Sydney, Australia

Fluorotechnics Pty Limited is pleased to announce the signing of a global sales, marketing and distribution agreement with Active Motif, Inc. for its fluorescent cell stain, LavaCell™ Live Cell Imaging Stain.

Fluorotechnics is proud to be associated with Active Motif, a highly regarded and fast growing high technology company with global reach.

LavaCell Live Cell Imaging Stain is a non-toxic long Stokes' shift fluorescent stain that is particularly well suited to live cell imaging and multiplex applications. LavaCell does not fluoresce until it interacts with proteins thus negating the requirement to remove excess stain before imaging.

LavaCell features include:

- Water-soluble fluorescent cell stain
- Becomes fluorescent on interaction with proteins in the cell, which enables cell staining without the need to wash away unbound stain
- Small (mw 410), neutral molecule that readily permeates into cells
- Does not affect cell growth rate or viability, making it suitable for live cell imaging
- Ideal for multiplexing with other fluorophores due to long Stokes' shift
- Environmentally friendly and easy to dispose as it is not based on heavy metals

Joseph Fernandez, CEO of Active Motif, commented, "We are excited to have completed this agreement with Fluorotechnics, which enables us to provide the LavaCell Live Cell Imaging Stain to our customers. We expect that LavaCell will greatly benefit users who wish to determine drug toxicity effects, perform high-volume FACs analysis or visualize cellular morphology."

About Fluorotechnics Pty Limited

Fluorotechnics was founded in 2002 and specialises in the discovery, development and manufacture of fluorescent labels and stains for use in research, biotechnology and diagnostics. Fluorotechnics is located in Sydney, Australia and has international sales offices in North America and Europe. LavaCell is a trademark of Fluorotechnics Pty Limited.

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.

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About Active Motif, Inc.

Active Motif, founded in 1999, applies a multi-disciplinary approach to create new and modify existing technologies to meet the needs of life science researchers. Active Motif intends for its cell biology, fluorescent dye and bioinformatics products to help scientists discover, decipher and understand the complexity of cellular function. Active Motif is located in Carlsbad, California and has international offices in Tokyo, Japan and Brussels, Belgium.

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