



**Fluorotechnics appoints ex GE-Healthcare Strategic Marketing Director  
Günter Theßeling to head Sales and Marketing Team.**

**Sydney, Australia — 5 October 2007** — Fluorotechnics, a global leader in the supply of fluorescence technologies for protein detection and quantification, today announced the appointment of Günter Theßeling as the head of their global Sales and Marketing Team.

Günter brings to Fluorotechnics a wealth of commercial and technical experience. He joins Fluorotechnics after serving as Strategic Marketing Director for proteomic products at GE-Healthcare for more than 8 years. In this capacity he was responsible for the marketing of proteomics products to the pharmaceutical and diagnostic industries and research centers of excellence. He was also responsible for managing the relationships with pharmaceutical companies, opinion leaders in proteomics and both national and international proteomics scientific organizations' including the Human Proteome Organization (HUPO).

In announcing the appointment Rick Taylor, Chairman of Fluorotechnics, said, "We are very pleased by the opportunity to strengthen our management team with the appointment of an experienced senior executive. Internationally, Günter is highly regarded for his depth of knowledge of the proteomics and electrophoresis markets. He will play a key role in introducing and launching new products for the company."

Duncan Veal, CEO of Fluorotechnics said "I could not imagine a more suitable candidate to fill this key executive position within the company. We are looking forward to growing our sales and marketing team under Günter's leadership. Fluorotechnics products have already been adopted by many blue chip companies worldwide due to their compelling features and the ease with which they can be introduced into existing workflows"

On his appointment Günter commented "The powerful combination of high-resolution electrophoresis with fluorescent staining and the labeling of biomolecules is playing an increasingly important role in bioanalysis. I welcome the opportunity to contribute to making Fluorotechnics, with its unique enabling

technology, a major player in this market. I am also delighted to be joining such a highly-motivated and positive thinking professional team", he continued.

### **About Fluorotechnics Pty Limited**

Fluorotechnics was founded in 2002 and specializes 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.

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

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