

Fluorotechnics new US base with The Gel Company acquisition

9 September 2008 – Sydney, Australia: Fluorotechnics Limited, an Australian company developing and selling fluorescence-based products to the world's pharmaceutical and biotech companies, has signed a binding agreement to acquire US-based The Gel Company Inc (GelCo) .

GelCo is a profitable company providing over 250 products for applications such as proteomics, cell culture, DNA sequencing, liquid handling, microarray and PCR. Its customers are global pharmaceutical and biotechnology companies and the products are complementary to Fluorotechnics' product portfolio. The GelCo product suite also enables Fluorotechnics' market leading non-fluorescent backed gels to operate on most equipment platforms used in the typical proteomics workflow.

The acquisition of GelCo is Fluorotechnics' second acquisition and follows Elektrophorese-Technik GmbH (ETC), which was acquired by Fluorotechnics in October 2007. ETC established a European base and a complementary product suite to Fluorotechnics.

According to CEO of Fluorotechnics, Duncan Veal, the acquisition of GelCo is part of the company's strategy to cement itself as a global leader in the protein electrophoresis market.

"GelCo sells its products online and via its direct sales team. With GelCo's San Francisco distribution office, Fluorotechnics gets a very useful launch pad for the US market," said Duncan.

"We've been working with GelCo founders Greg Richardson and Joe Camacho since 2006. They will play key roles in our sales and marketing and new product development efforts."

"The synergies achieved through this acquisition are very strong. Fluorotechnics will be able to offer a more complete solution to customers, with more products being sold to the same customers."

"This alliance is a natural fit", says Greg Richardson, CEO of GelCo. "The combination of Fluorotechnics, ETC, and GelCo enables us to provide a total solution for our customers as we transition to a top tier player in the marketplace, especially in the field of proteomics."

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About Fluorotechnics 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.

In November 2007 Fluorotechnics acquired ETC Elektrophorese-Technik. Founded in 1990, ETC develops and manufactures high-end electrophoresis consumables, including gels and

buffers and instrumentation for DNA and Protein electrophoresis. ETC Elektrophorese-Technik is located in Kirchentellinsfurt, Germany.

About The Gel Company

Founded in 1997, The Gel Company (GelCo) is a private USA based company that provides pharmaceutical and biotechnology companies worldwide high-quality products and low-cost applications for proteomics, cell culture, DNA sequencing, liquid handling, microarray and PCR.

Along with its proprietary product offerings, GelCo supplies its customers with a wide variety of accessories for instruments made by Applied Biosystems, BIO-RAD, GE Healthcare, Gibco-BRL, Hoefer and Li-COR.

The company also operates in non-US markets through independent distributions in Australia, Asia, Europe, South America, South Africa and the Middle East.