

OCIMUM BIOSOLUTIONS ANNOUNCES ITS BIOBANKING STIMULUS PACKAGE

Stimulus package for its complete Biotracker biobanking solution available in US and Canada for \$75k and in Europe for Euro 58K

Gaithersburg, MD, March 06, 2009: Ocimum Biosolutions today unveiled its Biobanking Stimulus Package by offering its complete Biotracker™ Biobanking Solution for \$75,000 (applicable in US and Canada). A similar Stimulus Package is also available for European countries for €58,000. The Biobanking Stimulus Package includes Ocimum's world-class Biotracker™ for Biobanking software, Implementation, Training, and the First year of Support & Maintenance. The package is offered at a fixed price with guaranteed on-time delivery.

"In today's challenging economic environment, research organizations are being called upon to improve their effectiveness and efficiency like never before. Ocimum feels that in order to meet this goal automation of critical research functions is the answer. At the same time, securing large capital budgets to enable automation is increasingly also a challenge. The result is that research organizations cannot afford not to automate their operations but often cannot afford the solutions that makes this feasible," explained Anuradha Acharya, CEO of Ocimum Biosolutions. "At Ocimum Biosolutions, your needs have always driven our priorities and we feel that by offering our special Biobanking Stimulus Package, we will be able to significantly assist research organizations overcome these challenges and flourish."

Biotracker's™ Biobanking solution manages the collection, storage, processing and distribution of biological materials as well as the association of critical demographic data, clinical data, and biomarkers to these biospecimens. Biotracker™ for Biobanking maintains biospecimen genealogy with the ability to perform DNA/RNA extractions and also includes management of TMAs, CMA and LCM. Biotracker™ is HIPAA, CLIA, HL7 and caBIG compliant.

The Biotracker™ Biobanking solution also includes a web-based requester module and can support a "virtual" Biobanking network where there may be many sites or locations as well as collaborators. For organizations employing Biobanking in support of clinical trials and biomarker characterization, Biotracker has configurable Clinical Study Management attributes.

"At its simplest level software employed at Biobanks will show the location of biospecimens. Most organizations, however, want to go beyond this and be able to search within the Meta data, because it's this annotated information that gives intrinsic value to the biospecimens. A lot of the information must be integrated in such a way as to remove any aspect of typographical errors", said Dr. Howard Rosenberg, Executive Director – LIMS of Ocimum Biosolutions. "Biotracker supports Controlled Vocabulary (SNOMED, WHO, caBIG Thesaurus) so that queries for available biospecimens will return all of the collection by diagnosis, disease type, etc. This as well as many other unique capabilities makes the Biotracker Biobanking solution the most complete on the market today."

More information about the Biotracker Biobanking solution and the Biobanking Stimulus package is available at <http://www.ocimumbio.com/75k>.

About Ocimum Biosolutions:

Ocimum Biosolutions is a leading integrated genomics company providing comprehensive genomic reference databases, life science lab information management solutions, GLP-compliant microarray services and essential research consumables. Over 2/3rd of the top 25 pharma companies, leading research institutes and emerging biotech companies worldwide have chosen us as their preferred

outsourcing partner and utilize our expertise for understanding underlying mechanisms of diseases, discovery and prioritization of gene targets and biomarkers.

We are a preferred outsourcing partner for providing integrated biorepository and genomic services for several global pharmaceutical companies. Our global infrastructure, standardized procedures, capacity, expertise and highly skilled staff support drug development programs from pre-clinical target development and toxicogenomic assessment to clinical biomarker identification and patient stratification. In creating the world's largest commercial gene expression databases – BioExpress® and ToxExpress®, we have developed expertise and capabilities that are unparalleled in the genomic services industry. Our specialty LIMS solution, Biotracker™ caters to the growing needs of core labs in global companies and research centers involved in Life Science Research. We provide multiple GLP-compliant platforms for gene expression and SNP genotyping data generation. We also provide full biorepository and genomic services support for the Genetic Alliance, which is an umbrella organization representing ~600 genetic advocacy groups. Besides providing the physical infrastructure for storing thousands of biological samples, we provide services to assist sample accrual, IRB approvals, CRO training, sample collection, clinical data capture and management.

For more information, please visit <http://www.ocimumbio.com>

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