

## **Isogen Biosolutions B.V. is now Ocimum Biosolutions B. V**

### **IJsselstein, The Netherlands and Hyderabad, India – Tuesday, August 12, 2008**

— Isogen Biosolutions B. V. has rebranded itself as Ocimum Biosolutions B. V. The aim of the rebranding exercise is to tap the emerging opportunities and need for globalized solutions in Genomics. This represents a significant milestone in company's history as the company hones its position as the premier integrated global genomics solutions provider.

Synthetic DNA oligonucleotides now have wide spectrum of applications ranging from being used in fundamental research, as diagnostic reagents to discovery of pharmaceutical compounds.

The organization derives its name from *Ocimum sanctum*, which is considered to be an allude to purity. The value it brings to the medical world captures the essence of all genomes and species, which has made so much of a difference to the post-genomic era. Ocimum provides quality solutions spanning across the genomics space and partners with global organizations in the pursuit of improved and affordable healthcare.

*"We now partner with global organizations and groups in their discovery endeavors from as early as basic research all the way up to clinical validations and target discovery. This announcement signifies our wide repertoire of offerings in genomics space. This makes it an integral part of our genomics business model," says **Anuradha Acharya, CEO of Ocimum Biosolutions.***

**Ludwig Winzer, Managing Director, Isogen Biosolutions B.V.**, says *"With this re-branded image, we would like to communicate the wide range of benefits and solutions we now offer to the large scientific community, who over the years have known and trusted Isogen Biosolutions for their DNA oligonucleotide needs."*

**Ashwin Sivakumar, Ph.D., Director of Marketing and Outreach**, says *"With Brand Ocimum and the recent acquisition of Gene Logic's Genomic division, we now present more than a decade of experience in the genomics space. We would also like to announce the launch of our new dedicated QUTE™ oligonucleotide website and ordering portal."*

### **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 [www.ocimumbio.com](http://www.ocimumbio.com).

**Investor Contact:**

Anuradha Acharya  
*CEO, Ocimum Biosolutions*  
Email: [ceo@ocimumbio.com](mailto:ceo@ocimumbio.com)

**Customer & Media Contacts:**

Ashwin Sivakumar  
*Director – Marketing Alliances and Outreach, Ocimum Biosolutions*  
Phone: +91 40-66627200  
Email: [pr@ocimumbio.com](mailto:pr@ocimumbio.com)