



INGENUITY'S TECHNOLOGY POWERS BD CELL PATHWAYS TOOL ON NEW BD BIOSCIENCES WEBSITE

Ingenuity's contextual search capabilities and dynamic gene-based content will help BD Biosciences' customers find relevant products and plan experiments

Redwood City, CA – August 11, 2009 –Ingenuity Systems today announced that BD Biosciences, a segment of BD (Becton, Dickinson and Company), is integrating Ingenuity's Knowledge Base and its Search and Pathway Navigation technologies into its new website. By leveraging Ingenuity's biological pathways and molecular networks, BD Biosciences will enable its research customers to quickly and easily identify products and experimental design options most relevant to their research.

From the free, user-friendly search application on the BD Biosciences homepage, researchers can search for genes, proteins, pathways, and more, and then explore related pathways and networks to easily identify BD products of interest. In addition to identifying products, researchers can also quickly understand alternative product and experimental design options by exploring gene pathways and molecular interaction networks - including a molecule's role in diseases, biological processes, functions, and tissues - all based on knowledge from the scientific literature.

"The BD Cell Pathways tool, powered by Ingenuity Systems, offers a unique opportunity for our customers to identify BD products in the context of comprehensive and dynamic biological systems," said Andy Last, Vice President, Global Marketing and Strategic Planning, BD Biosciences. "We are pleased to offer the Ingenuity technology to empower customer research with high-quality information."

Jake Leschly, CEO of Ingenuity, commented, "Through the BD Biosciences website, researchers can now use Ingenuity's interactive, up-to-date pathways and network diagrams to visualize and explore the interaction of genes and gene products. By understanding the broader biological context, researchers can optimize experimental design and quickly identify the most relevant products for their research."

About Ingenuity Systems®

Ingenuity Systems is a leading provider of information solutions and custom services for life science researchers, computational biologists and bioinformaticists, and life science industry suppliers. Our long-term focus on innovation in semantic search has allowed us to create groundbreaking technologies that have one common goal —to generate maximum value from all types of biological and chemical knowledge. Ingenuity offerings leverage the Ingenuity Knowledge Base, which contains uniquely structured literature findings that allow scientists to ask complex biological questions and gain rapid insight into their experimental data or systems of interest. Today, Ingenuity's solutions are used by thousands of

researchers at hundreds of leading pharmaceutical, biotechnology, academic, and government research institutions worldwide. For more information visit: www.ingenuity.com

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