



INGENUITY SYSTEMS ANNOUNCES NEW DISTRIBUTOR FOR SOUTH KOREA

Redwood City, CA – January 25, 2010 – Ingenuity Systems, the leading provider of information solutions for life science researchers, today announced the appointment of SeouLin Bioscience Co., Ltd. as the exclusive distributor of IPA in South Korea.

“Ingenuity is excited to partner with SeouLin Bioscience – they are a recognized leader in Korea for microarray, cell signaling, and genomics and proteomics products and services,” stated Sean Scott, Senior Vice President, Commercial Operations, Ingenuity Systems. “SeouLin’s customers can now take advantage of IPA in order to optimize experiment to experiment workflows and accelerate the production of breakthrough research, grants, and publications. We are pleased to make IPA more widely available in the Korean research community.”

This partnership is the latest expansion for Ingenuity Systems in the Asia Pacific market. Ingenuity products and services are already distributed in Singapore, Taiwan, Japan, and Australia and New Zealand.

“IPA will provide a powerful addition to SeouLin’s portfolio of life science products and services,” says EulMoon Hwang, President & CEO, SeouLin Bioscience. “IPA will provide our Korean researchers with a powerful and reliable solution to formulate better hypotheses, design better experiments, and analyze, integrate, and understand their ‘omics data.”

About IPA®

IPA is an all-in-one software application that enables researchers to model, analyze, and understand the complex biological and chemical systems at the core of life science research. For more information visit: www.ingenuity.com

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. For more information visit: www.ingenuity.com

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