



## **INGENUITY SYSTEMS ANNOUNCES NEW DISTRIBUTOR FOR GREECE, TURKEY AND THE BALKANS**

**Redwood City, CA – March 17, 2010** – Ingenuity Systems, the leading provider of information solutions for life science researchers, has selected Biodiagnostics as its new distributor of IPA<sup>®</sup> in Greece, Turkey and the Balkan countries. IPA is the leading software application to model, analyze, and understand the complex biological and chemical systems at the core of life science research.

“Biodiagnostics is recognized as the premier distributor of life science instruments, reagents, software and services in Greece and the Balkan countries, so we are very pleased with this partnership,” said Sean Scott, Senior Vice President, Commercial Operations, Ingenuity Systems. “Biodiagnostics has strong expertise in microarray, cell signaling, and genomics products and services, so IPA is a great complement to Biodiagnostics’ existing offerings. Researchers leveraging these platforms request IPA because it can be used for multiple research objectives, in a variety of therapy areas, and it supports multiple data types including gene expression, siRNA, proteomic, metabolomic, and SNP data.”

“We are excited that through our partnership with Ingenuity, we are now able to offer IPA, the industry-leading drug discovery and life science research tool,” said Hariklia Moshoyiannis, Managing Director, Biodiagnostics. “IPA is popular with researchers because it significantly decreases the time it takes to get from data generation to biological insight, so the net result for Biodiagnostics’ customers will be an accelerated publication, or validating results to rapidly move to the next phase of their project.”

### **About IPA<sup>®</sup>**

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](http://www.ingenuity.com)

### **About Ingenuity Systems<sup>®</sup>**

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](http://www.ingenuity.com)

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