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Amaxa-Promega Partnership to Enable Simplified Monitoring of Cell Signaling Events in Stem Cells, Cancer Cells and Primary Cells

Cologne, Germany and Madison, WI, USA (October 9, 2007)

Amaxa and Promega today announced an agreement to develop applications that will provide cell biologists broader access to monitor cell signaling events in difficult-to-transfect cells, including stem cells, cancer cells and primary cells. Integrating their industry leading technologies in luminescence-based assays and transfection methodologies will simplify transfection of reporter genes and assay development in these difficult-to-transfect cell types.

Amaxa's Nucleofactor[®] Technology enables unprecedented transfection capability and consistent performance in applications involving more biologically relevant mammalian systems, such as primary cells and stem cells. "With the Nucleofactor[®] Technology, transfection efficiencies of up to 95% using DNA and 99% using siRNA oligonucleotides can be achieved in difficult-to-transfect cells. Thus, the combination of Promega's and Amaxa's technologies will enable researchers to obtain much more significant results with physiologically relevant cells rather than more artificial cell lines" said Rainer Christine, co-founder and CEO, Amaxa. Introducing the Nucleofactor[®] 96-well Shuttle[®] System has expanded use of the technology to high-throughput applications such as drug screening.

Promega luciferase reporter gene vectors and assay reagents are the most sensitive bioluminescent tools to monitor cell signaling events and provide the widest dynamic range in reporter assay technologies. “Luciferase reporters are routinely used to monitor gene expression and are ideal tools for high-throughput screening, RNAi-mediated gene regulation and detection of cellular metabolism and viability. The combination of Promega’s luciferase products and Amaxa’s technology will enable the generation of stable cell lines and bioluminescent cell-based assays even for primary cells” said John Watson, Director of Cellular Analysis, Promega.

About Amaxa

As globally active leader in transfection technologies, Amaxa is dedicated to enhancing the speed and quality of basic and pharmaceutical research in academia and industry, and aspires to make a significant contribution to the development of causal therapies for the treatment of severe diseases. Amaxa pursues this goal by providing cutting edge products to the R&D and clinical markets. Founded in 1998, Amaxa is located in Cologne, Germany, and in Gaithersburg, MD, USA. The company’s research team is one of the largest R&D groups working on non-viral gene transfer. For more information about Amaxa, visit www.amaxa.com.

About Promega

Promega Corporation is a leader in providing innovative solutions and technical support to the life sciences industry. The company’s 1,450 products enable scientists worldwide to advance their knowledge in genomics, proteomics, cellular analysis, molecular diagnostics and human identification. For more information about Promega, visit www.promega.com.

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