



## Press release

Contact:

Torben Jørgensen, President and CEO

Tel: +46 707 49 05 84, [torben.jorgensen@biotage.com](mailto:torben.jorgensen@biotage.com)

Biotage AB

Kungsgatan 76

SE-753 18 Uppsala

Tel+46 18 56 59 00

[www.biotage.com](http://www.biotage.com)

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### **Biotage moves to 100% direct sales for SPE products in the UK**

Biotage is expanding its direct sales coverage and will begin selling SPE products directly into non-pharma application areas within the UK starting January 18, 2010. Sales to non-pharmaceutical based markets and customers have previously been managed by a distributor.

Biotage ISOLUTE® and EVOLUTE® sample preparation products are available in a variety of media types and formats for bioanalytical, forensic, environmental and agrochemical/food applications. The company continues to broaden its product line and application scope as part of a focused growth strategy. Most recently Biotage introduced the innovative ISOLUTE SLE+ supported-liquid extraction product line as a faster, cleaner and cost effective alternative to the traditional and more complicated extraction techniques.

"This is a logical step for Biotage. Many applications for our products exist beyond the biopharmaceutical market, where Biotage has focused historically. We are now actively seeking to broaden our customer base and this is one of the routes we will exploit. SPE is a product area in which Biotage has great knowledge and experience. This is something we are going to take advantage of going forward." says Torben Jørgensen, CEO.

"Our strategy to invest more heavily in the sample prep area and the expansion of direct sales in the UK has excited our Marketing and Sales teams. The Sample Prep market is growing and we feel we have excellent technology and potential to grow our market share. This move is important for us as it enables us to get closer to our customers in the UK market at the same time as we are venturing into new customer segments." says Scott Carr, VP of Commercial Operations.

#### *About Biotage*

*Biotage offers solutions, knowledge and experience in the areas of analytical and medicinal chemistry. The customers include the world's top pharma and biotech companies, as well as leading academic institutes. The company is headquartered in Uppsala, Sweden, and has offices in the United States, United Kingdom and Japan. Biotage has 270 employees and had sales of SEK 385,3m in 2008. Biotage is listed on the NASDAQ OMX Nordic Stock Exchange. Website: [www.biotage.com](http://www.biotage.com)*