



Press Release

EsSEN BioScience Launches 96-Well Cell Migration Assay

Ann Arbor, Michigan – May 18, 2010 – Essen BioScience Inc., a global provider of life science research tools and discovery services, today announced the launch of its CellPlayer™ Cell Migration 96-well assay kit for the IncuCyte™ Live-Cell Imaging System. The expanding line of kinetic CellPlayer assays for the IncuCyte also includes a co-culture assay for Angiogenesis.

The CellPlayer Cell Migration 96-well assay offers a more precise and reproducible label-free method for monitoring the key biological processes involved in cell migration. This kinetic assay features automated data collection over a period of hours or days and generates data sets that are optimal for studying pharmacological agents and gene silencing technologies for this important function. The CellPlayer Cell Migration 96-well assay is run on the Essen IncuCyte, a compact automated microscope that resides inside a standard tissue culture incubator. The IncuCyte software automates the data collection process and provides the subsequent analysis for the cell migration assay which means your cells remain in the controlled environment for the duration of the experiment.

Cell migration is a multistep process that is important to many biological and pathological processes such as embryonic development, angiogenesis, and tumor metastasis. To learn how the CellPlayer Cell Migration Assay can provide precise and reproducible data for the study of cell migration, please visit us at www.essenbioscience.com.

About Essen BioScience

EsSEN BioScience is a privately held company headquartered in Ann Arbor, Michigan with a wholly-owned subsidiary in Welwyn Garden City, UK. Essen has a tradition of delivering break-through technologies for the life science industry including products such as FLIPR, IonWorks and IncuCyte. Recently, Essen has expanded their instrumentation-based business model to also include contract services, assembling a team of senior scientists who have successfully managed and driven drug discovery projects at major pharmaceutical companies. The combination of drug discovery and instrumentation experience makes Essen a unique provider of life science research tools and services.

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