

## Press Release

FOR IMMEDIATE RELEASE: 18<sup>th</sup> Dec 2012

### TATAA BIOCENTER ANNOUNCES TO USE AND RESELL THE NEW VERSION OF ePrime™

Sweden, 18<sup>th</sup> Dec 2012 – TATAA Biocenter, the world's largest provider of hands-on training in qPCR and Sweden's most comprehensive distributor of qPCR products, today announced a reseller agreement with Polyclone Bioservices to distribute ePrime™ – a qPCR primer & probe design application and also, to introduce ePrime™ in its qPCR courses. Developed based on customer feedback, ePrime™ enables intuitive primer design experience by adopting recent technology advancements in its new version (4.0), to highlight meaningful & valuable aspects of primer design.

ePrime™ offers a host of unparalleled design features including the ability to save design criteria for future work, customizable design reports in MS Excel® format and a smart single-screen UI for intuitive user experience. All modules in ePrime™ follow the same pattern, language, functionality and visual clarity, thus providing complete control to even the naïve users. ePrime™ is a all-in-one application that helps you design, validate and export results in the same window.

Detailed information and access to free trial version of ePrime™ can be accessed from TATAA's webshop at [http://www.tataa.com/products-page/primer\\_design/ePrime/](http://www.tataa.com/products-page/primer_design/ePrime/)

**About TATAA Biocenter:** Founded in 2001 by pioneers in qPCR, TATAA Biocenter is Europe's leading provider of gene expression profiling services and a prime organizer of hands-on training in quantitative real-time PCR (qPCR). TATAA offerings comprises the entire field of qPCR services, including commissioned services and research projects, hands-on training and highest quality products.

**About Polyclone:** Polyclone is an integrated biology company with expertise in molecular, cell & computational biology catering to the bio-pharma & healthcare industries. Polyclone's innovative solutions based on synergistic combination of *in silico* & *in vitro* approaches aim to facilitate nucleic acid studies, peptide analysis & design, protein & enzyme engineering and small molecule research in addition to providing technology support for cell culture studies and molecular diagnostics. Polyclone is headquartered in Bangalore, India with presence in Europe and US.

#### Contact Information:

Ms. Petra Bolander  
In-house Sales Representative  
TATAA Biocenter  
[www.tataa.com](http://www.tataa.com)