

Tempe, Arizona, USA

January 5, 2007

## **GenoSensor Expands Into Japan, China and Taiwan Markets**

GenoSensor has furthered its presence into the biotech sector by launching its full line of GenoExplorer™ microRNA products into Japan and China through two recent distribution agreements. The first comes after a year of negotiations with Daiichi Pure Chemicals Co, Ltd, a division of Daiichi Pharmaceutical, the third largest pharmaceutical in Japan. The contract gives Daiichi Pure Chemicals sole distribution rights in the Japanese market for an undisclosed number of years. Daiichi's optimism for the GenoExplorer™ product line was revealed early by a full page advertisement in last month's Japanese edition of Nature magazine in anticipation of the deal. The first shipment of GenoExplorer™ microRNA kits has been received by Daiichi Pure Chemicals, and both parties are very excited that these products are now being offered in Japan.

The details of GenoSensor's second deal went through much more rapidly, as an agreement was reached early with Cold Spring Biotech Corp. in China. The arrangement will allow Cold Spring Biotech to be the exclusive distributor of GenoSensor's GenoExplorer™ products in mainland China, Hong Kong, and Taiwan. Cold Spring Biotech is also a major distributor of other genomic products from manufacturers such as gene-chip giant Affymetrix, making them ideally suited to distribute the GenoExplorer™ line.

Until recently, GenoSensor had focused its efforts on service based business, but increasing demand, recent distribution agreements in Europe, and now agreements with Daiichi in Japan and Cold Spring Biotech in China have shifted their focus to delivering product kits to end users, which allows the users to perform microRNA expression experiments in their own labs. Company President James Xia commented, "This is exactly what we wanted for GenoSensor, and following this type of model we will place our products into the hands of more researchers and pharmaceuticals across the globe, this is a big step for us."

### About GenoSensor Corporation:

GenoSensor is a biotechnology company aiming to improve lives by providing genomic research products and services worldwide for gene expression profiling and genotyping, biomarker discovery, target validation, therapeutic assessment, and other bioscience applications. Major products include microRNA profiling packages, as well as custom DNA-arrays for gene expression and genotyping. For more information please visit: [www.genosensorcorp.com](http://www.genosensorcorp.com)

### About Daiichi Pure Chemicals, Co., Ltd.:

Daiichi Pure Chemicals, Co., Ltd. headquartered in Tokyo, Japan, is a life science company having four business areas: diagnostics, research products, fine chemicals, and contract research. Diagnostics is its core business. Founded in 1947, during the chaotic postwar period, its missions are to provide the finest research reagents and to contribute to the development of Japan's science and technology. [www.daiichichem.jp/english](http://www.daiichichem.jp/english)

### About Cold Spring Biotech Corp.:

Cold Spring Biotech Corp. was established in October of 1984 in Taipei, Taiwan by a group of young professionals. The company's areas of focus include genomics, proteomics,

bioinformatics, drug discovery, molecular and cell biology, and other life science areas. They have a headquarters and three branch offices located in Taiwan, and have an additional five branches in mainland China. [www.csbiotech.com.tw](http://www.csbiotech.com.tw)