

Press Release

New Product Announcement

BTX announces the launch of three specialized systems for electrofusion, in vivo electroporation and large volume electroporation applications

Holliston, MA, February 20, 2012

BTX has launched the new Hybrimune[®] Hybridoma Production System, the Agile Pulse[®] *In Vivo* System and the Agile Pulse[®] MAX Large Volume System. The technology addresses the need for advanced solutions towards the challenge of fusing large volumes of cells, improving vaccine development efforts or scaling up to large volume transfections.

“The new products revolutionize the vaccine, cell fusion and large volume transfection research areas. Newly designed systems offer a sleek and modern look and feel, in addition to advanced system capabilities and functionalities,” says Alexia Armstrong, Global Sales & Marketing Manager for BTX. BTX is an established brand in research labs worldwide and has continued to maintain the title of the “Electroporation Experts” by providing novel solutions to the cell fusion and transfection market.

BTX is pleased to provide products that meet the demands of scientists worldwide. This new product offering is in response to an unmet need in research labs for advanced electroporation and electrofusion systems. The Agile Pulse[®] MAX system is the most advanced system available with direct scale-up capabilities and a specialized buffer: Cytoporation[®] Media, to ensure optimal conductivities and maintain cellular morphology during the electroporation process. The ability to directly scale up transfections from cuvette to 6 – 20 ml large volume chambers while maximizing efficiencies and limiting cell death is critical to commercial and research processes.

Worthy of noting, the Hybrimune[®] Hybridoma Production System is the only electrofusion system on the market with a 9 ml chamber capable of fusing up 180 million cells in one run. The Hybrimune[®] complete system includes a 2 ml optimization chamber, a 9 ml large volume chamber and specially formulated, GMP-approved, Cytofus media to ensure the highest fusion efficiencies and viabilities.

Finally, the Agile Pulse[®] *In Vivo* System offers the most advanced technology for performing vaccine or gene delivery in skin or muscle. The system offers resistance measurement and multiple Needle Array designs to suit intra-muscular or intra-dermal protocols. Agile Pulse[®] technology incorporates specialty electrodes and patented waveform technology to increase transfection efficiencies while limiting tissue damage.

The Agile Pulse[®] *In Vivo* system and the Agile Pulse[®] MAX are both equipped with Touchscreen technology, utilizing a Window's based interface and patented Pulse Agile[™] variable waveform technology, ensuring maximum gene or vaccine delivery to target tissues and cells. The Hybrimmune[®] system is computer controlled and is compatible with Windows 98 OS or higher.

About BTX:

BTX is a global provider of novel electroporation and electrofusion tools for the advancement of cell transfection and cell fusion. BTX products continue to sustain scientific research in academia, biotech, agriculture and pharmaceutical laboratories. From the introduction of our line of specialty electrodes for *in vivo* electroporation, to our ground breaking contribution to the field of high throughput and large volume transfection, to our involvement in the application of electric fields for hybridoma production and nuclear transfer cloning, BTX remains at the forefront of this cutting edge technology for which new applications are continually evolving. For more information please visit: www.btxonline.com.

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