



Press Release

EsSEN BioScience Announces Opening of Subsidiary in Japan

Ann Arbor, MI Jan 15, 2011

EsSEN BioScience Inc., a global provider of life science research tools and services, announced today the establishment of a wholly-owned subsidiary EsSEN BioScience K.K. in Tokyo, Japan. The subsidiary will serve as the command center for sales of EsSEN products in the Asia-Pacific region.

Kirk Schroeder, President of EsSEN BioScience commented, "We are very excited by the reality of being able to sell our products and services directly in the Japanese market. It is very important that we develop this market, and are very confident in the team we have assembled there."

About EsSEN BioScience

EsSEN BioScience is a leading product and service provider in the life science research field with a long history of innovation. Products invented by EsSEN personnel include the first high throughput cell-based assay platform, FLIPR; the first high throughput planar electrophysiology platform on the market, IonWorks and the first live-cell imaging system to fit inside a standard cell culture incubator, IncuCyte.

EsSEN also has a growing discovery services group, offering ion channel assays and mechanistic profiling as well as novel kinetic angiogenesis, cell migration and cell apoptosis assays from laboratory facilities in the US and Europe. The services group is managed and comprised of scientists who have previously driven drug discovery projects at major pharmaceutical companies. This combination of drug discovery and instrumentation experience makes EsSEN a unique provider of life science research tools and services. For more information, visit www.essenbioscience.com.