Isogenica expands business development and customer support operations into North America
Californian office established to support existing and prospective customers

Cambridge, UK 30 March 2011: Isogenica today announced that it has established a dedicated business development and customer support team based in Alameda, California. The new team will provide direct support to Isogenica's existing and prospective customers in the United States and Canada. This latest development ensures Isogenica is now well positioned to address the antibody, protein and peptide engineering needs of its rapidly growing user base across North America.

The company also announced the appointment of Garry Merry as Business Development Consultant for North America. Before joining Isogenica, Mr Merry was with Sloning Biotechnologies, where he was instrumental in establishing their gene library technology as the gold standard in antibody development and protein engineering. Sloning Biotechnologies was acquired by Morphosys for €19M in October, 2010. Garry has also held senior executive positions with other successful life science companies, such as Applied Biosystems, Millipore and Qiagen.

Dr Kevin Matthews, CEO, Isogenica commented: "The creation of our new North American office is a critical milestone in the maturation of the company. Isogenica has already experienced significant success in 2011, with Johnson & Johnson Pharmaceutical Research Division. For established as well as prospective clients we understand that direct personal contact is fundamental to the proposition as well as essential for us to achieve our overall growth potential as a company. I am delighted that Garry will be underpinning our efforts in North America. He has an excellent knowledge of the market, and has established relationships with most of the key players in the field of antibody engineering, I look forward to his contribution".

-Ends-

Contact:

Isogenica Ltd., UK
Kevin Matthews, CEO, Isogenica
T: +44 (0)1799 533682
E: kevin.mathews@isogenica.com

Isogenica N. America
Garry Merry, Business Development Consultant
T: +1 510 409 3923
E: garry.merry@isogenica.com

Note to Editor:

About Isogenica: Isogenica specialises in the discovery and optimisation of therapeutic and diagnostic peptides, proteins and antibodies using its proprietary technology, CIS display. Founded in 2000 Isogenica has developed a unique capability in the field of protein engineering. Isogenica's CIS display technology is an *in vitro* display technology that allows the rapid generation of polypeptide and antibody libraries from which it is possible to select lead molecules with high affinity and specificity for most targets.
www.isogenica.com