

Seahorse Bioscience, Inc. Appoints In Vitro Technologies Pty Ltd as new Distributor in Australia and New Zealand

North Billerica, MA - March 2, 2011 Seahorse Bioscience, Inc., the leader in the design and development of instruments for assessing cellular bioenergetics, has announced In Vitro Technologies Pty Ltd as the new distributor of Seahorse XF Analyzers and consumables in Australia and New Zealand.

Seahorse Extracellular Flux Analyzers provide the first and only kinetic method to measure the two major energy producing pathways - mitochondrial respiration and glycolysis - in living cells in a microplate.

"In Vitro's Life Science product portfolio represents the highest quality laboratory instrumentation, equipment and consumables from around the world. With the interest in cellular bioenergetics in the Australia region the Seahorse brand is a perfect fit in our distribution strategy to focus on in vitro cell research," said Jennifer Parsons, Managing Director of In Vitro Technologies.

Seahorse XF Analyzers enable scientists to assess the impact of drugs, genetic modifications and environment by monitoring the rate that cells consume oxygen and produce metabolic byproducts.

"Our goal was to partner with a distributor who provides quality sales, service and support to customers in the cell based assay market." noted Steve Chomicz, VP Sales and Marketing for Seahorse. "The partnership with In Vitro will allow us to accelerate our sales as they have existing relationships with our ideal customer base."

About In Vitro Technologies Pty Ltd

In Vitro Technologies, founded in 2002, is a privately owned Scientific and Medical distribution company specializing in the sale and support of scientific, clinical diagnostic, medical and related products. The company is owned by JJ Richards & Sons Pty Ltd, one of Australia's largest employers with over 1,200 employees and revenues in excess of \$300 million.

For more information, please visit www.invitro.com.au

About Seahorse Bioscience

Seahorse XF instruments have become the new standard in cellular bioenergetic measurements. Over 450 scientists worldwide are advancing their research in understanding the role of cellular bioenergetics in Aging, Cancer, Cardiovascular, Cell Physiology, Toxicology & Hepatobiology, Immunology, Infectious Diseases, Mitochondrial Diseases, Model Organisms, Neurodegeneration, Obesity, Diabetes, & Metabolic Disorders, Screening, and Translational Medicine. Founded in 2001, Seahorse is headquartered in Billerica, MA.