

## Press release |

### **Cisbio Bioassays Honored with the 2009 Frost & Sullivan North America Technology Innovation of the Year Award**

*Paradigm shifting Tag-lite™ technology platform recognized for GPCR drug discovery*

**Bagnols-sur-Cèze, France – June 3, 2009** – Cisbio Bioassays, member of IBA group and global developer of HTRF® (Homogeneous Time-Resolved Fluorescence) technology and services used in assay development and drug screening, today announced that it was the recipient of the 2009 Frost & Sullivan North America Technology Innovation of the Year Award for Molecular Bioassays. The award recognizes Cisbio Bioassays' development of Tag-lite™, its paradigm shifting technology for cell surface receptor investigation, and Tag-lite™'s impact on G-protein coupled receptor (GPCR) drug discovery research.

"We are honored to be recognized by Frost & Sullivan as a research-driven company with outstanding technology," said François Degorce, head of marketing at Cisbio Bioassays. "Throughout Tag-lite™'s development, we were confident that it would be a revolutionary breakthrough in GPCR studies from an R&D perspective, and we continue to build this platform from other research angles. For over a decade, Cisbio Bioassays has been committed to R&D innovation and privileged partnerships with research institutions such as IGF in Montpellier, France, which specializes in GPCR studies and was instrumental in validating Tag-lite™."

Tag-lite™, combining both HTRF® and SNAP-tag™ technologies, is a homogeneous, non-radioactive and cost-effective alternative for the study of cell surface receptor dimerization and ligand binding, two important investigation avenues in GPCR drug discovery research. The platform was developed by Cisbio Bioassays' as part of its ongoing commitment to improve existing technologies, streamline protocols, and eliminate the need for radioactive assays. Tag-lite™ is part of Cisbio Bioassays' HTRF® Terbium-based GPCR platform, which already includes second messenger assay kits for the functional assessment of GPCR activity. It is used by pharmaceutical and biotechnology researchers worldwide for its ease of assay development, robustness, and assay sensitivity.

"Given the extremely high therapeutic relevance of GPCRs, the development of the Tag-lite™ technology by Cisbio Bioassays assumes even greater significance in the context of drug discovery and pharmaceutical development," explained Dr. Sudeep Basu, senior analyst, drug discovery technologies & clinical diagnostics, Frost & Sullivan. "With its complete suites of products and services including plasmids, cell lines and ligands, Cisbio Bioassays is extremely well positioned to serve the longstanding unmet needs of GPCR characterization."

Frost & Sullivan's Technology Innovation Award is bestowed upon a company that has carried out new research resulting in an innovation that will bring significant contributions to the industry in terms of adoption, change, and competitive posture. The award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

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### **About Cisbio Bioassays**

Cisbio Bioassays is a global developer of products and technologies used in in vitro diagnostics and assay development for drug screening procedures. The company pioneered the field of homogenous fluorescence methodologies via its proprietary technology, HTRF<sup>®</sup>, a highly sensitive, robust technology for the detection of molecular interactions and widely used by the pharmaceutical industry for the high throughput screening stage of drug development. In addition, Cisbio Bioassays produces a selection of biological reagents and methods used by pharmaceutical and biotechnology companies, as well as contract research organizations (CROs). Headquartered in Bagnols-sur-Cèze, France, with facilities in Bedford, MA, U.S.A. and a network of distributors worldwide, Cisbio Bioassays is a member of the Belgium-based IBA group. Founded in 1986 in Louvain-la-Neuve, Belgium, IBA is primarily active in the medical industry. It develops and markets state-of-the-art equipment and radiopharmaceuticals for cancer diagnosis and treatment. In addition, it uses the scientific expertise thus gained to provide electron accelerators for industrial sterilization and ionization. Listed on the pan-European stock exchange Euronext, IBA is included in the BEL Mid Index (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB). Please visit [www.htrf.com](http://www.htrf.com) and [www.iba-worldwide.com](http://www.iba-worldwide.com) for more information about Cisbio Bioassays and IBA.

HTRF<sup>®</sup> is a registered trademark of Cisbio Bioassays; Tag-lite<sup>™</sup> is a trademark of Cisbio Bioassays  
SNAP-tag<sup>™</sup> is a trademark of Covalys Biosciences

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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