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CYNTELLECT EXPANDS NETWORK ACROSS ASIA WITH FAR REACHING DISTRIBUTION PARTNERSHIPS

Cytellect Launches Sales in China, Taiwan, South Korea, Singapore, Malaysia, Thailand

SAN DIEGO and LAB AUTOMATION 2010 (PALM SPRINGS)—JANUARY 25, 2010—[Cytellect, Inc.](#), a privately-held life sciences company commercializing products to advance the study of cell biology, stem cell research, biopharmaceutical production, and drug discovery, today announces availability of the full Cytellect product portfolio, including the [Celigo™ Adherent Cell Cytometer](#), the [LEAP™ Cell Processing Workstation](#), and related kits and consumables, to the rapidly expanding life science sector in Asia. Through new distribution deals, Cytellect expands its sales and support network to China, Taiwan, South Korea, Singapore, Malaysia and Thailand.

“The need to analyze cells with minimal sample manipulation, and to process cells with great precision and efficiency, is universal throughout the life science research community and across borders,” said David Weber, Cytellect’s Vice-President, Sales & Marketing. “The need for Cytellect products in Asia is exploding as global pharmaceutical firms expand and outsource into these emerging economies and as local life science research develops and expands through increased government support.”

[Cold Spring Biotech Corp.](#) is the exclusive provider of Cytellect products for China and Taiwan. South Korea will be covered in an exclusive partnership with [Pharmatech](#). Also in an exclusive partnership, [Research Instruments Pte Ltd.](#), will provide Cytellect products to Singapore, Malaysia and Thailand.

Added Mr. Weber, “Cold Spring Biotech., Pharmatech and Research Instruments Pte Ltd. are quality firms that will effectively serve Cytellect customers in Asia. All three have built solid reputations through significant experience with the sale and support of sophisticated capital equipment, knowledge of the cell biology space and established sales, support and service infrastructure. Cytellect is confident these new partners will rise to the level to which our global customers are accustomed.”

Cytellect products are sold and supported directly in North America and Europe through the Company’s own team of sales, scientific and service staff.

About Cytellect

Cytellect is dedicated to setting new standards in cell analysis, purification, and processing technology. Cytellect's products support key applications to advance life science research, biopharmaceutical production, stem cell research and drug discovery. The Company's technology employs *in situ*, microplate-based cytometry to analyze cells with minimal sample manipulation, and process cells with great precision and efficiency. Cytellect's expanding cellular analysis and processing portfolio is expected to play an enabling role in the coming age of advanced cell-based diagnostics and therapeutics. For additional information please visit www.cytellect.com

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