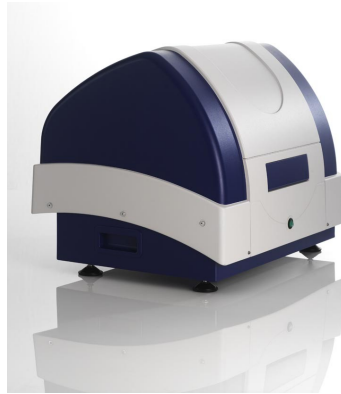


NEWS RELEASE

For immediate release 18th October 2011

Discovery technology company AssayMetrics Ltd announces a sale of its innovative Fluospec[®] FL plate reader to Merck Serono, the pharmaceutical major



AssayMetrics Ltd, the Cardiff, UK based Discovery Tools company is pleased to announce one of their first instrument sales to Merck Serono. Merck Serono, a part of Merck KGaA, has acquired one of their new laser-based **Fluospec[®] FL** plate readers. The particular system acquired by Merck is a dual laser version, capable of running screening assays based on both **PURETIME[®] 14** and **PURETIME[®] 22** dye chemistries in 1536 well formats.

Dr Pierre Graves, CEO of **AssayMetrics** Ltd commented, "This is exciting news because the group at Merck are highly experienced and as one of the early adopters of our new plate reader, will move the technology forwards rapidly. We're confident that many more drug discovery companies will ultimately discover the speed, robustness and cost-effectiveness of our fluorescence lifetime platform."

AssayMetrics Ltd is a Discovery Tools company with more than 70 years experience providing novel fluorescence technologies, dye labelling reagents, enzyme substrates, imaging agents and instruments for use in drug discovery and related applications.

Further information on the **Fluospec[®] FL** reader, **PURETIME[®]** reagents or other services can be obtained by contacting Dr. Pierre Graves, Chief Executive Officer.

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