



**The BioAnalytics Group LLC NEWS: March 11, 2008
For Immediate Release**

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**BioAnalytics Group CEO, Senior Scientist to Present at
Tucson Symposium March 12-13**

Tucson, AZ - March 11, 2008 - Scott Lett, CEO of The BioAnalytics Group LLC and Ned Haubein, Senior Scientist, will make scientific presentations at the Tucson Symposium on March 12-13, 2008. The symposium, subtitled, "**Driving Pathology Forward in Drug Discovery, Development and Clinical Diagnostics,**" will be attended by hundreds of scientists and executives from the pharmaceutical, biotechnology and medical device industries.

Dr. Lett's invited presentation will focus on **developing new tissue and cell-based assays based upon quantum dots**-fluorescent nanocrystals used in digital microscopy.

"Quantum dot diagnostic and theranostic assays are moving forward to clinical applications," says Dr. Lett. "The presentations will share some of the lessons we have learned working with **Ventana Medical Systems (VMSI)** to develop new assays and analytics techniques over several years. Since this is all work in progress, we hope the presentation will prompt lively discussion."

The BioAnalytics Group has collaborated with Ventana Medical Systems since 2004, primarily developing tools and methodologies for utilizing quantum dots in digital pathology.

Dr. Haubein will present a poster on using **web technologies to accelerate assay development**. "Data management is a huge challenge," says Dr. Haubein. "With a perfect filing system, we'd have no trouble finding the data needed to support our decisions and conclusions. Unfortunately, today many scientists store their data in spreadsheets on their hard drives. Even with most data management systems, finding exactly the right data is like looking for a needle in a haystack."

In 2007, The BioAnalytics Group released BioPathwise DM®, a software-based product that provides researcher-friendly data management. "Web search engines have been helping us find needles for years," says Dr. Haubein, "and we're now applying them to the research laboratory in novel ways, further helping scientists to future-proof their data."

The BioAnalytics Group LLC, (Jamesburg, NJ) offers software and services in assay data analysis, data management, biological modeling, technology evaluation, intellectual property evaluation and custom software development. Customers include wet-lab and computational biology researchers in pharmaceutical, laboratory device, medical device companies, and academic research groups.

Products include **BioPathwise 2.0®**, the pathway centric modeling and simulation system for biomedical researchers, and **BioPathwise DM®**, researcher-friendly data management for capturing, sharing, searching and publishing laboratory-generated data, documents, images, spreadsheets, and the metadata that makes them meaningful. www.bioanalyticsgroup.com

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