



ProteinSimple Reinvents the Western Blot

Santa Clara, CA, August 30, 2011 — ProteinSimple today introduced a revolutionary new system for protein analysis, Simon and the Simple Western. The Simple Western is a complete reinvention of the Western Blot, and is truly a historic breakthrough for protein research. For the first time in 30 years, researchers have access to a completely automated, walk-away solution for Western analysis.

The Western Blot was invented in 1979 and to this day remains the most frequently used technique for protein characterization. Traditional Westerns require many manual steps using gels, transfer tanks, blots and film, and a single experiment can take up to 24 hours to complete. Even worse, the results from a traditional Western can be variable and semi-quantitative at best. The research community has endured these limitations all these years because there was no other choice, until now.

The Simple Western is a Western with none of the hassle. No messy gels, no transfer tanks, no blots, no imaging and no manual analysis. Simply load your samples into Simon, push a button, walk away and come back a few hours later to fully analyzed data. Simon automates everything — he separates proteins by size, incubates with primary and secondary antibodies, detects target proteins and tells you their molecular weights. He even tweets when results are ready just in case scientists lose track of their new hands-free time.

People introduce variability into the process, it can't be helped. The Simple Western is just more consistent, giving the same reproducible answers, today, tomorrow, next week, next month and next year. In the Western Blot world, real consistency is a monumental change.

“The Simple Western is a game-changer,” commented Tim Harkness, CEO of ProteinSimple. “This is the most important launch I have ever been a part of and I am very optimistic that this product will make a real difference for researchers around the world. The Simple Western will truly simplify protein research and we are incredibly proud and excited about the potential for this product.”

See the employees of ProteinSimple star in the Simple Western music video at www.simplewestern.com/simple_western_video.html. You can also learn more about this product at www.simplewestern.com. Simon and the Simple Western will be unveiled at the Human Proteome Organization (HUPO) 10th Annual World Congress, September 4-7, 2011 in Geneva, Switzerland.

About ProteinSimple

ProteinSimple's goal is simply to help researchers gain a better understanding of proteins and their role in disease. The Company's strategy is to power protein research by making it simpler and more quantitative, ultimately revealing new insights into the true nature of proteins. ProteinSimple has built a unique portfolio of protein analysis tools including systems for traditional protein imaging, systems to probe the structure and purity of protein based therapeutics and systems that provide fresh insight into protein signaling. ProteinSimple has over 170 employees, more than 10,000 systems installed around the world and is headquartered in Santa Clara, California. For more information, visit www.proteinsimple.com.