

InVitria Further Strengthens Sales Team with Promotion of Brandy Sargent to Account Manager – Western United States

For Immediate Release
9/2/08

Fort Collins, CO – InVitria (www.InVitria.com), a leading global supplier of animal free products that enhance productivity, safety and time to market for companies in the biopharmaceutical, cell culture, life science research and diagnostics industry, today announced the promotion of Brandy Sargent to Account Manager for the Western United States.

“Brandy has played a vital role in the development and growth of the InVitria’s business through her previous roles with the company and we expect her to have an even bigger impact in her new position as Account Manager,” said InVitria president Scott Deeter.

Brandy has been with InVitria since 2001, serving in a variety of capacities, including corporate communications and marketing. In her new role, she will work with customer accounts within the biopharmaceutical, cell culture and diagnostics industry located in the Western United States.

“I am very excited about my latest opportunity with InVitria,” said Brandy Sargent. “InVitria’s animal free product line offers customers a safe, cost-effective way to improve their bioprocessing productivity and product yield. The customer response to our products has been terrific and I am delighted to be working closely with our customers as part of the front-line sales team,” said Brandy.

In several studies, InVitria’s Cellastim—a recombinant albumin developed specifically as a cell culture ingredient—enhances cell growth and productivity better than plasma-derived albumin. Cellastim can supplement chemically defined media as well as traditional media. It has been successfully utilized in CHO, Hybridoma, NSO, Keratinocyte, Fibroblast and primary cell media.

To learn more about InVitria’s animal free products, including its recombinant albumin, please email info@InVitria.com. Brandy Sargent can be contacted at BSargent@InVitria.com or by calling 1-800-916-8311.

About InVitria (www.InVitria.com)

InVitria has developed animal free cell culture ingredients that enhance productivity, safety and time to market for companies in the biopharmaceutical, cell culture, life science research and diagnostics industry. InVitria’s animal free product line includes:

- Cellastim – Cellastim is an albumin used to replace bovine albumin and human albumin as a cell culture ingredient and biopharmaceutical formulation excipient. Cellastim has been shown to improve mammalian cell culture productivity by up to 50% when compared with other forms of albumin. Cellastim also has been an effective component in stem cell media and primary cell media.

- Lacromin – Lacromin has been shown to replace bovine transferrin and human transferrin in cell culture media. In addition, Lacromin is a strong growth promotant as a cell culture ingredient in mammalian cell culture media.
- Lysobac – Lysobac is a bacterial cell lysis agent that is more efficient and more consistent compared to chicken lysozyme and provides higher protein yield compared with mechanical cell lysis. Lysobac is used in bacterial fermentation to improve recombinant protein yields.

For more information about the InVitria line of products, please e-mail info@invitria.com or call 1-800-916-8311.