

TRAINING WEBSITE NOW AVAILABLE FOR NEW MICROARRAY USERS

“Seven Keys” to analysis at MicroarraySuccess.com supported by commercial and academic partnership

Seattle – September 12, 2005 – A group of commercial and academic institutions today unveiled MicroarraySuccess.com, a new informational website devoted to helping researchers new to microarrays make the most of their research. The site’s “Seven Keys to Successful Microarray Data Analysis,” provides training and guidelines for all aspects of microarray data analysis, from experiment design to data publication.

“Today, advances in technology have made microarray research accessible to most scientists,” noted N. Eric Olson, PhD, Director of Science at VizX Labs and primary author of the Keys. “The challenge now is making sense of the immense amounts of data produced by those experiments. Any biomedical researcher can now extract biological understanding from microarray research by following the standard methodologies, as we outline in the Seven Keys.”

The Seven Keys educational website, www.MicroarraySuccess.com, contains an explanation of each of the Seven Keys, a bibliography of useful websites and published papers, and a case study that details how each ‘Key’ can be applied to an actual instance of microarray analysis. The site charges no fees, only asking for a basic registration.

The site’s sponsors include VizX Labs, maker of the GeneSifter online microarray data analysis system and winner of the 2005 Frost and Sullivan Product Innovation Award in Drug Discovery Bioinformatics; Genome Explorations, a company providing academic and commercial organizations with gene expression profiling services using Affymetrix® GeneChip® arrays; and Telechem International, maker of the ArrayIt line of microarrays.

The site is also forming relationships with academic partners across the country. The University of Washington Health Sciences Library is one such partner, using the Seven Keys to educate faculty, staff, students and the general public about microarray research. Bioresearch Liaison Mark Minie, PhD, who uses the site to teach a quarterly workshop for University of Washington researchers noted, “This is an excellent site for use by researchers who are finding data analysis to be a main difficulty in their microarray research.”

OSHU Professor and bioinformatics specialist Christopher Dubay, PhD, also uses the Seven Keys in his classes. According to him, “MicroarraySuccess.com is a superb resource for anyone wanting to understand the way data analysis

influences the entire experimental workflow and results.”

The site’s sponsors envision it becoming an important early training resource for all researchers embarking on gene expression work. “The Seven Keys provide a great resource to anyone seeking to understand the potential application of microarray experimentation in their fields of interest,” stated Dr. Divyen Patel, CEO and founder of Genome Explorations. “We are pleased to be a part of bringing this resource to researchers around the world.”

Paul Haje, Telechem Director of Public Relations, agreed. “We are proud to sponsor this rich educational resource that empowers the academic researcher and corporate scientist alike.”

About GeneSifter

GeneSifter software helps researchers derive biological understanding from gene expression patterns in microarray data. The web-based system was recently honored with the Frost & Sullivan "Best Practices Award for Product Innovation" in the Bioinformatics in Drug Discovery category. Customer comments are available online at

www.genesifter.net/web/labtestimonials.html. Downloadable graphics, including screenshots of the GeneSifter Lab Edition and the new GeneSifter Core Edition, may be viewed online at www.vizlabs.com/downloadable_images.html.

About VizX Labs

VizX Labs' GeneSifter software helps life scientists Understand the Biology™ revealed through data from microarray experiments. Featured in Wired News and Nature Methods, selected as a Northwest Venture All-Star company and named by Bio-IT World as one of six “bioinformatics youngbloods” remaking that field, VizX was listed by Washington CEO as one of the state's top 25 biotechnology and biomedical companies. To view the VizX Labs newsroom, please visit www.vizlabs.com/newsroom.html.

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