

**VizX Labs, leading bioinformatics software developer,  
names former VWR specialist as Director of Sales  
Barna to facilitate VWR distribution of IBM and GeneSifter bundle**

**SEATTLE** – September 7, 2004 – William Barna, an experienced leader in biotechnology sales, has joined VizX Labs, maker of the GeneSifter



software system, as Director of Sales, a new position. VizX recently announced the distribution of GeneSifter with IBM and VWR International, one of the world's largest distributors of scientific supplies. Barna, formerly employed by VWR, will use his extensive experience in scientific sales and knowledge of VWR to facilitate distribution of GeneSifter through that channel.

VizX announced in August that VWR has begun offering GeneSifter, bundled with IBM computers in its *In Silico* program. That program recently announced its first sales of GeneSifter through VWR. Barna will coordinate efforts with VWR, IBM, and VizX Labs to reach new customers with GeneSifter.

“Bill is coming here at the perfect time,” said VizX Labs CEO Tom Ranken. “Things are just heating up with VWR, and Bill’s familiarity with that company, the needs of our customers, and our powerful informatics package makes for an ideal combination.”

Barna joins VizX from Cytoc Corporation in Seattle, where he was a district sales manager for the northwest United States. Prior to that he had worked at CN Biosciences as a field sales manager for the northern U.S. and Canada, growing that region’s annual sales to over \$6.03 million. Previously, during his tenure at VWR, Barna had worked as a biotech specialist and helped that company enhance its focus on biotechnology research marketplace by devising sales strategies, training salespeople, and providing advice and guidance to upper management.

**About GeneSifter**

GeneSifter is the accessible, Web-based microarray data analysis system for research scientists, which is now available from VWR International both as a stand-alone product and bundled with IBM computers as a part of the *In Silico* program. GeneSifter helps researchers *understand the biology™* underlying gene expression patterns as it helps them determine the statistical and biological significance of their data. Customer comments are available online at [www.genesifter.net/product-](http://www.genesifter.net/product-)

[info\\_testimonials.php](#). Downloadable graphics, including screenshots of the GeneSifter Lab Edition and the new GeneSifter Core Edition, may be viewed online at [www.vizxlabs.com/downloadable\\_images.html](http://www.vizxlabs.com/downloadable_images.html).

### **About VizX Labs**

VizX Labs' GeneSifter® software helps life scientists understand data from microarray experiments. Recently featured in Wired News, GeneSifter is now bundled with all IBM computers sold by VWR International, the leading laboratory materials distributor. 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.vizxlabs.com/newsroom.html](http://www.vizxlabs.com/newsroom.html).