

*Press Release*

## **Eurofins MWG Operon And Floragenex Close Co-Marketing Agreement For RAD Discovery And RAD Genotyping**

**Joint expertise in next generation sequencing and genomic services for RAD-Seq.**

Ebersberg, Germany and Portland, OR, USA, June 6, 2013 - Eurofins MWG Operon (Ebersberg, Germany) and Floragenex Inc. (Portland, OR, USA) have agreed to jointly market their respective expertise in next generation DNA sequencing and genomic services surrounding Restriction Site Associated DNA sequencing (RAD-Seq). RAD-Seq is an innovative genome sequencing protocol that facilitates cost-effective and fast SNP marker discovery and genotyping, especially in genetically complex or not well characterised organisms. The partnership will deliver comprehensive analysis results starting from consulting and DNA extraction through to genomic analysis. Together, the two companies will continue to serve a worldwide market for their products and services.

“In depth understanding of plants, animals and micro-organisms is essential for industrial and governmental organisations. Our clients appreciate our rapidly growing ability to advise and support them with integrated applied genomic solutions. Important service components include marker development, genotyping, genome analysis, transcriptomics, bioinformatics and support services. Floragenex’ specific know-how in RAD-Sequencing and analysis is a strategic fit in this portfolio”, says Bruno Poddevin, Eurofins Senior Vice President Genomic Services.

“As a leader in next generation sequencing technology and services, Eurofins’ expertise in oligo production and NGS capacity is a perfect fit for our supply chain”, says Rick Nipper, President of Floragenex. “This partnership will allow Floragenex to better serve customers already using RAD-Seq while also helping us to reach new clients around the globe.”

### **About Eurofins MWG Operon**

Eurofins MWG Operon, a member of the Eurofins Group with facilities in Europe, the United States and Asia, is an internationally leading provider of DNA sequencing services, genotyping services, DNA synthesis products and bioinformatics services for academic and industrial research and applications. As one of the first service providers for next generation sequencing, Eurofins MWG Operon has established profound know-how and proprietary protocols to cover a broad range of applications. The company's strength is its strong customer orientation, fast service, and high quality. For further information, please visit our website at: [eurofinsgenomics.com](http://eurofinsgenomics.com).

### **About Floragenex, Inc.**

Oregon-based Floragenex is a privately owned biotechnology company providing innovative solutions for genomic analysis in human, plant and animal systems. Since 2007, Floragenex has delivered impact results in hundreds of genomics studies focused on answering fundamental questions in genetics, ecology, evolutionary biology and biomedical research. With multiple offices located on the US Pacific coast, Floragenex technologies permit investigation of genomes at unprecedented levels for academic, governmental and commercial researchers worldwide.

### **For further information please contact**

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