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DISCOVERX AND B-BRIDGE INTERNATIONAL PARTNER TO PROVIDE LEADING EDGE SCREENING ASSAYS TO JAPANESE MARKETS

Sunnyvale, CA – December 14, 2004: DiscoverX and B-Bridge International have announced a partnership to provide Japanese researchers with more direct access to advanced DiscoverX screening assays. B-Bridge International and DiscoverX will collaborate to establish a local presence in Tokyo, Japan for DiscoverX HitHunter™ products. This collaboration will enable DiscoverX personnel to provide direct sales, marketing, and technical support to Japanese customers. DiscoverX anticipates that this collaboration will enable more Japanese researchers to utilize its homogeneous GPCR and Kinase assay platform for drug development and screening.

“We are particularly excited to be working with B-Bridge to provide our Japanese customers with new levels of service and support,” said Sailaja Kuchibhatla, VP of Business Development for DiscoverX. “We believe this partnership will make our technology much more accessible to Japanese life-scientists by providing them with a higher degree of responsiveness and knowledgeable support.”

B-Bridge International, who distributes a number of research product lines to Japan, will coordinate DiscoverX’s sales and marketing efforts by managing operations, logistics, and administration for DiscoverX office. Hiro Masumoto, B-Bridge CEO, stated “We are happy to be in a position to provide DiscoverX with the resources and assistance they need to better address the needs of the Japanese pharmaceutical market. B-Bridge is committed to bringing higher value products and solutions to Japanese researchers and the HitHunter products are premier systems for drug discovery screening of GPCR and Kinase activities.”

B-Bridge International—founded in 2000 and based in Sunnyvale, California—provides quality tools and technology to advance global discovery in biotechnology. With access to worldwide markets in the academic, government, pharmaceutical and biotechnology sectors, B-Bridge fosters the development and availability of new technology through manufacturing, distribution, and incubation. As a global bridge for biotechnology transfer, manufacturing, and sales, B-Bridge facilitates innovation in life-science research.

DiscoverX is a leading supplier of innovative solutions for drug discovery and high-throughput screening markets. The Company commercializes a whole suite of enzyme fragment technology (EFC) based in vitro biochemical and cell-based assays. These assays have enabled pharmaceutical and biotechnology companies to improve productivity and effectiveness of drug candidate identification and characterization. DiscoverX is a fast growing, privately held, venture-backed company headquartered in Fremont, California with offices in Birmingham, England and now in Tokyo, Japan

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To learn more about B-Bridge International, please visit www.b-bridge.com.
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