



BioDiagnostics Inc.

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## Press Release

### Floragenex and BioDiagnostics, Inc. collaborate to deliver advanced genomics services to customers in all crop species

**April 23, 2010 - Eugene, Oregon and River Falls, Wisconsin** - Through a unique collaborative agreement, two innovative plant science companies, Floragenex and BioDiagnostics, Inc. (BDI) each expands its scope of services to the global seed industry.

The agreement combines Floragenex technology and expertise in DNA sequencing and discovery with BDIs' experience and understanding with high-throughput screening and plant breeding. Customers of BDI will have access to Floragenex DNA Sequencing and molecular marker discovery services. Customers of Floragenex benefit from the testing and genotyping services offered by BDI and their deep experience in the application of genomic tools to plant breeding.

"By partnering with Floragenex, BDI can provide cost-effective molecular marker tools to its customers for a wide range of plant species," says BDI President, Quentin Schultz. "These tools provide precise information that enhances both line development and quality assurance testing."

"Our exclusive technology accelerates breeding and research programs by providing high quality DNA sequence focused on the unique germplasm resources and population structures of each customer." says CEO Nathan Lillegard. "This collaboration with BDI allows us to apply the Floragenex exclusive RAD LongRead sequencing technology to deliver sequence information in any species that can be converted into useful genotyping assays and diagnostic tests offered through BDI."

BDI and Floragenex will launch their collaboration with projects for customers in the agronomic and vegetable crop markets. The two companies share the vision that molecular breeding technology fast becoming an affordable and powerful tool to advance the development of new varieties of all species of plants for food, fuel, and raw materials around the world.

Floragenex is a research services company focused on genomic technology applications in plant sciences. Floragenex enables scientists to do more; expanding their capability using a suite of advanced genomic services matched to the specific resources and goals of each project. Combining innovative molecular biology with advanced bioinformatics tools allows Floragenex to provide a bridge between the power of the latest DNA sequencing technologies and each biological question by delivering research ready data in a collaborative, cost-effective approach.

BDI is the leading seed testing laboratory serving the seed industry. Combining years of agribusiness experience with a strong academic foundation, BDI has developed the most knowledgeable and experienced team of seed technologists in the industry. BDI understands the technology behind the test and consults with customers to improve processes in plant breeding and seed production. Innovation through research and development at BDI is providing new solutions for the ever changing needs of the seed industry.

To learn more about BioDiagnostics, visit: [www.biodiagnostics.net](http://www.biodiagnostics.net)

To learn more about Floragenex, visit: [www.floragenex.com](http://www.floragenex.com)