

For media queries, please contact:
Ms. Dhanya Menon
Phone: +91-40-66986700
E-mail: pr@ocimumbio.com



PRESS RELEASE

Ocimum Biosolutions Announces “The Great Exchange” - LIMS Swap Program

Program offers license exchange of existing COTS (Commercial Off-the-Shelf), home grown and custom laboratory data systems for Biotracker™ LIMS licenses

Hyderabad, Andhra Pradesh, India, and Gaithersburg, Maryland, United States, October 16, 2009:

Ocimum Biosolutions today announced the launch of its new LIMS Swap Program, which will allow organizations that are currently using Data/Lab Information Management Systems (LIMS) that are no longer meeting their needs to trade-in these systems for its world-class Laboratory Information Management Solution, Biotracker™ LIMS. The solutions that can be exchanged through this program include COTS (Commercial Off-the-Shelf), home grown and custom systems. This limited time offer will allow organizations to leverage their previous investment in order to secure Ocimum Biosolutions' robust, scalable and flexible LIMS solution, Biotracker™ LIMS.

"Other LIMS providers have offered trade-in programs before. What makes this program so revolutionary is the inclusion of home grown and custom built data/lab management systems," said Howard Rosenberg, Executive Director – LIMS. "We, at Ocimum, believe that an organization's investment in data systems should be able to be leveraged regardless of whether that investment was made internally or externally."

For more details on “The Great Exchange” – LIMS Swap Program please click on the following link:
<http://lims.ocimumbio.com/the-great-exchange>

About Biotracker™

Biotracker™ is a specialty Lab Information Management Solution for enhancing productivity and effectiveness in life sciences research laboratories. Biotracker™ addresses the challenges of supporting multi-disciplinary labs, collaboration and data management needs. Biotracker™ offers several specialty modules that address the needs in life sciences research laboratories performing Biobanking, Gene Expression, Genotyping, DNA Sequencing, and/or Proteomics. For more details, please visit www.lims.ocimumbio.com.

About Ocimum Biosolutions

Ocimum Biosolutions is a global integrated genomics services company with over 250 employees in Hyderabad, India, Gaithersburg, MD in the US and The Netherlands. Ocimum provides comprehensive genomic reference databases, life science lab information management solutions, GLP-compliant microarray services and essential research consumables. Over 2/3rd of the top 25 pharma companies, leading research institutes and emerging biotech companies worldwide have chosen us as their preferred outsourcing partner and utilize our expertise for understanding underlying mechanisms of diseases, discovery and prioritization of gene targets and biomarkers.

Our global infrastructure, standardized procedures, capacity, expertise and highly skilled staff support drug development programs from pre-clinical target development and toxicogenomic assessment

FOR IMMEDIATE RELEASE

to clinical biomarker identification and patient stratification. In creating the world's largest commercial gene expression databases – BioExpress® and ToxExpress®, we have developed expertise and capabilities that are unparalleled in the genomic services industry. Ocimum has been consistently ranked as India's fastest growing biotechnology company and one of the fastest growing technology companies over the last four years by Deloitte Touche Tohmatsu.

For more information, please visit www.ocimumbio.com