



FOR IMMEDIATE RELEASE:

## **Latest KIYATEC™ Product Sets the Standard for Creating Higher Fidelity Laboratory Models of Complex Biology**

*3DKUBE™ Segregated Co-culture features controlled soluble factor exchange between 3D cell-scaffold constructs in a disposable format.*

Greenville, SC – March 28, 2011

KIYATEC Inc. is pleased to announce the commercial launch of the second in a series of 3DKUBE™ 3D Cell Culture Plasticware products. The technology platform provides a universal and cost-effective method for three-dimensional cell culture, which produces more relevant and higher value biological information than traditional “Petri dish” or 2D methods.

The new plasticware configuration, named 3DKUBE™ Segregated Co-culture, permits a researcher to grow or “culture” multiple cell types on 3D scaffold materials (i.e., porous sponges, beads or gels) in two opposing chambers. The two 3D culture chambers are adjacent but separated by a semi-permeable membrane that allows communication between different cell populations that remain physically segregated. For the first time in 3D cell culture, distinct cell types can “crosstalk” through soluble factor transfer while undergoing analysis of individual cell types or system characteristics, thus creating lab-based demonstrations of more complex biological systems of the human body (e.g., endocrine, immune, neural, etc.). Through KIYATEC’s flexible and convenient 3D cell culture tool, scientists will be able to better answer the most complicated life science questions.

“3DKUBE™ Segregated Co-culture provides the ability to model an enormous number of interactions found in human physiology,” stated Dr. David Orr, KIYATEC co-founder and COO. “KIYATEC plasticware hits a sweet spot for the researcher by combining three huge benefits – experimental flexibility, convenience and increased fidelity to *in vivo* biology – and sets the standard for 3D cell culture.”

Easily incorporated into typical cell culture perfusion flow circuits, the 3DKUBE™ enables non-destructive *in situ* analysis via 3D confocal microscopy and media sampling. Endpoint analysis can be prepared through scaffold degradation and cell release, cell lysis and content analysis, or *in situ* embedding for histology evaluation, all using standard laboratory equipment. Protocols for typical viability, imaging and histology analysis using the 3DKUBE™ are available on the company website, [www.kiyatec.com](http://www.kiyatec.com).

KIYATEC’s first product configuration, named 3DKUBE™ Independent Chambers, was released in 2010 and features a solid gasket insert separating the two 3D culture chambers. Future configurations will permit 3D cell migration assays particularly useful in modeling cancer metastasis. Accessory products are also available to adapt 3DKUBE™ plasticware with any standard microscope or spectrometer.

“This configuration unlocks the door to more relevant ways of modeling the complex biology of human beings”, said KIYATEC CEO Dr. Matthew Gevaert. “and does so with a cost structure that is accessible to individual researchers. We’re excited to help broaden the base of people who can answer important questions in basic research, drug discovery and personalized medicine.”

3DKUBE™ 3D Cell Culture Plasticware and accessories are available for purchase now on the KIYATEC e-commerce site, [shop.kiyatec.com](http://shop.kiyatec.com).



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#### ABOUT KIYATEC:

KIYATEC Inc. is a life sciences company commercializing advanced three-dimensional (3D) cell culture plasticware and cell-based diagnostics. 3DKUBE™ 3D Cell Culture Plasticware incorporates the cost-effectiveness of disposable tissue culture polystyrene and the scientific utility of existing cell-based analysis and laboratory equipment in a platform that accommodates every form of commonly used scaffold-matrix materials. This technology creates a universal system offering a standardized approach to 3D cell culture.

By combining the best aspects of traditional 2D cell culture with the enormous scientific benefits of culturing cells in 3D, KIYATEC helps researchers better understand and predict complex behavior of cell and tissue systems *in vitro*. The 3DKUBE™ 3D Cell Culture Plasticware technology platform captures high value information that creates new opportunities for improving human health while reducing the time and cost associated with life science research, drug discovery and personalized medicine.

Discover. Develop. Diagnose.™ KIYATEC 3D Cell Culture Delivers.

For more information about KIYATEC or to purchase 3DKUBE™ 3D Cell Culture Plasticware and accessories, visit [www.kiyatec.com](http://www.kiyatec.com).