



FOR IMMEDIATE RELEASE:

KIYATEC™ Launches Product Providing Long Awaited Solution to Standardizing 3D Cell Culture

So long multi-well plates - KIYATEC Inc. is now selling KIYAKUBE™ 3D Cell Culture Plasticware.

Greenville, SC – August 17, 2010

KIYATEC Inc. is pleased to announce the commercial launch of the first in a series of KIYAKUBE 3D Cell Culture Plasticware. This technology platform provides a universal and cost effective method which enables three-dimensional cell culture. It accommodates all commonly used scaffold/matrix materials and scaffold forms like porous solids, beads and gels.

“We recognized a scientific and market need for a universal, standardized approach to culturing cells in three dimensions,” said KIYATEC co-founder and COO Dr. David Orr. “But we knew it would need to feature all the useful aspects of 2D cell culture plasticware and have a similar cost structure.”

Easily incorporated into typical cell culture perfusion flow circuits, the KIYAKUBE enables convenient non-destructive *in situ* analysis via 3D confocal microscopy and media sampling. Samples for 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 with the KIYAKUBE are available on the company website, www.kiyatec.com.

This first commercially available configuration, named “KIYAKUBE Independent Chambers”, features a solid gasket insert separating the two 3D culture chambers in each KIYAKUBE and represents an entry point into perfused cell-scaffold culture methods. A second configuration, to be launched in the coming months, will use a gasket-membrane insert to allow segregated 3D co-culture, in which different cell/tissue types will communicate via soluble factor transfer. Future configurations will include a gasket-membrane combination designed for 3D cell migration assays.

“This approach is a ‘game-changer’. Previously, the market concentrated on materials useful as 3D scaffolds – we’re tracking more than 200 of them”, commented KIYATEC CEO Dr. Matthew Gevaert. “They are focused on the contents; we are focused on providing the best container.”

KIYAKUBE 3D Cell Culture Plasticware and accessories are available for purchase now on the KIYATEC e-commerce site, 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. KIYAKUBE™ 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 all commonly used scaffold-matrix materials. The 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 KIYAKUBE 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 KIYAKUBE 3D Cell Culture Plasticware and accessories, visit www.kiyatec.com.