



FOR IMMEDIATE RELEASE:

## **KIYATEC™ Wins InnoVision Technology Development Award**

Greenville, SC – November 17, 2010

KIYATEC Inc. was announced as the winner of the InnoVision Technology Award within the category of “Technology Development.” The award recognizes KIYATEC’s product development and commercialization efforts for the company’s innovative 3DKUBE™ 3D Cell Culture Plasticware. The technology platform provides a universal and cost effective method that enables scientists and clinicians to perform advanced three-dimensional cell culture.

Finalist companies within the “Technology Development” category included Hoowaki LLC, Prescolite, Telludyne Tech Industries, and KIYATEC. The judges felt KIYATEC’s 3D methods provided a “tremendous alternative to current research” and were impressed by the “level of front-end testing that ultimately lowered the cost” of conducting 3D cell culture.

The InnoVision Technology Awards program, founded in 1999 and presented by McNair Law Firm, P.A., recognizes and honors Upstate businesses, individuals and organizations that have demonstrated significant advancements in the areas of innovation and technological progress. The InnoVision Technology Awards have become the mark of distinction for outstanding leadership, innovation and technological excellence in the Upstate community.

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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. 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 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).