

PRESS RELEASE

Liquid Handling Company Launches New Corporate Brand...

Following its recent merger with the **Viaflo Corporation - INTEGRA Biosciences AG** has announced that from 1st January 2010 the companies will adopt the new corporate brand – INTEGRA.

Elmar Morscher, CEO of Integra Biosciences recently stated, “The recent merger between Integra Biosciences AG of Switzerland and Viaflo Corporation of the US has created a strong corporate entity that develops, manufactures, sells and services a wide variety of innovative laboratory products to over ninety countries. The focal point of the combined worldwide business is liquid handling solutions; both represented as instrumentation and consumables designed primarily for the life sciences marketplace. The wide range of complimentary products produced by the two companies, along with numerous exciting new product additions planned for 2010, will be repositioned under the new corporate brand INTEGRA. The INTEGRA brand will replace existing brands within the combined businesses and will represent a clear direction of a company that has merged the best of the old with a singular and simple goal of producing new innovative and high value liquid handling products for the future.”

To introduce the new INTEGRA brand – a new website incorporating the complete range of INTEGRA Biosciences AG and Viaflo products has been launched. Located at www.integra-biosciences.com the site uses a design format that is rapidly downloaded by web search engines and provides visitors with direct access to a major source of valuable information and news. Intuitively structured, the site provides easy and rapid access to an expanding applications database, scientific reports bibliography and the latest news on technological and product developments. Further information on the company, its products, representatives around the world and hints and tips is also given.

INTEGRA is a leading provider of high-quality laboratory tools for liquid handling, media preparation, sterilisation and cell cultivation. The entire organization is committed to creating innovative solutions which fulfil the needs of our customers in research, diagnostics and quality control within the life science markets and medical industry. INTEGRA, comprising INTEGRA Biosciences AG and the Viaflo Corporation, maintains a worldwide network of over 90 independent highly trained distribution partners. INTEGRA Biosciences AG is headquartered in Zizers, Switzerland, Viaflo Corporation is located in Hudson, NH, USA.

For further information please contact INTEGRA Biosciences AG on telephone +41-81-286-9530 or by email info@integra-biosciences.com. In the USA please contact Viaflo Corporation on telephone +1-603-578-5800 or by email loneil@viaflo.com.

Illustrative image: (image available on request)

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