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InDevR and Sales Partnerships Inc. Announce Strategic Alliance for InDevR's Virus Counter Product Line

InDevR, developer of advanced life science products, announced today that it is teaming up with Sales Partnerships Inc. to expand sales capabilities for its new Virus Counter product line.

InDevR launched the Virus Counter in January after a multi-year development sponsored by the National Institute of Allergy and Infectious Diseases, part of the National Institutes of Health. The Virus Counter is a unique bio-analytical tool that enables scientists to measure virus particle concentration within minutes, which is 200 times faster than the most commonly used biological method and 1000 times less expensive than the standard physical method. The unprecedented efficiency and accuracy of virus quantification with the Virus Counter is anticipated to dramatically accelerate vaccine and antiviral therapeutic research and development.

Sales Partnerships (SPI) is a leading provider of outsourced sales services in North America. SPI, the winner of the 2009-2010 American Business Awards as the top sales firm in America, continues growth in the healthcare sector. Fred Kessler, President and Founder of SPI commented *"Outsourced sales matches expertise in processes and systems focused on the keys of sales – recruiting, coaching, and analysis of metrics with product/service expertise of our clients. InDevR has come to market with an amazing improvement on technology for virus quantification – matched with sales specialization competitive with the best of the Fortune 500, we're confident that Virus Counter will become the new standard for the industry."*

"We are tremendously excited to team up with SPI to deliver this revolutionary new tool to scientists around the world. SPI's expertise and demonstrated excellence in sales management beautifully compliments our dedication to excellence in science and customer support," said Dr. Kathy Rowlen, InDevR's co-founder and CEO.

About InDevR

InDevR is a privately held company that develops advanced life science instrumentation and assays for analysis of viruses and other microorganisms. InDevR intends to revolutionize microbiological analysis with affordable, easy-to-use instrumentation and assays that deliver reliable results in less time than required for traditional methods. Designed for application in fields ranging from vaccine development to surveillance of pathogens, InDevR's products streamline microbiological analysis. More information about InDevR's products and services can be found at www.indevr.com

About SPI

Sales Partnerships is a privately held company providing outsourced sales services. SPI closes sales on behalf of their clients while deploying world-class systems. Recognized for the past 5 years as the top outsourced sales firm on the globe through the Stevie awards, SPI has set the gold standard for external sales channels. More information about SPI as well as links to request a white paper can be found at www.salespartnerships.com

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