

**InDevR Commercialization news release**  
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**INDEV R EXPANDS COMMERCIALIZATION TEAM TO MEET MARKET DEMAND**

BOULDER, Colorado – January 31, 2012 – InDevR, Inc., a Boulder-based biotechnology company developing advanced life science instrumentation and assays for analysis of viruses and other microorganisms, announced today the appointment of Dr. Michael Artinger as Vice President of Commercial Operations and Mr. Craig Hoechstetter as Director of Sales and Customer Support.

Michael oversees the commercialization of innovation at InDevR, including product development, manufacturing, marketing, sales, customer support and partnering. He provides significant management experience gained from multiple life science verticals and roles at Nanodisc, Keystone Biomedical, Documentum, Decision Resources and Genome Therapeutics. He has also served as Visiting Scientist in the Genetics Division at Brigham and Women’s Hospital. Michael conducted his postdoctoral research at the Cardiovascular Research Center with joint appointments to Harvard Medical School and Massachusetts General Hospital and earned his PhD in Biology and BA in Applied Ecology from the University of California at Irvine.

As the Director of Sales and Customer Support, Craig is responsible for all sales-related activities such as developing and executing effective global sales strategies, direct sales to InDevR’s clients, global channel expansion, and management and supervision of the customer support and technical support teams. Prior to joining InDevR, Craig spent 15 years in sales and marketing for several multi-national organizations, including Bayer Corporation and Beckman Coulter, in both the Life Science and the Clinical Diagnostic divisions. Before joining the sales side of the business, he worked in the lab as an organic chemist with Elli Lilly and Company. Craig received his MBA from the University of Pittsburgh and his BS in Organic Chemistry from the University of Michigan.

Together, Michael and Craig provide over 30 years of experience bringing innovative life science products to the marketplace.

“I am elated that Michael and Craig have joined the team here at InDevR. There is no doubt that Michael’s remarkable business leadership skills combined with Craig’s tremendous talent in sales will drive commercial growth of our unique Colorado company,” commented Dr. Kathy Rowlen, CEO of InDevR.

During the last year, InDevR has launched two products: ViroCyt® and ampliPHOX®. The [ViroCyt 2100 Virus Counter](#)® is a unique, “personal” flow cytometer optimized for the rapid quantification of viruses. The system has been adopted by researchers and developers to determine virus concentration at a fraction of the cost and time required for other approaches, such as plaque titer assays and transmission electron microscopy. [ampliPHOX](#) is an innovative new colorimetric detection system for low density

microarrays. The technology is expected to make the power of lower density microarrays available to a broad range of researchers developing both nucleic acid and protein multiplexed assays.

“Having previously served as a business advisor to InDevR for several years, I have been impressed with the team’s ability to create highly innovative technologies that address real unmet needs in the marketplace. Now that I have joined the company, I am excited to play a significant role accelerating the commercialization of these noteworthy products,” said Michael. “The addition of Craig and the wealth of sales and marketing savvy he brings from biomedical products companies like Beckman Coulter and Bayer Diagnostics is a big win for InDevR. I look forward to working closely with Craig to recognize the true market potential of our lead products as well as bring new products to the life science arena.” Two major areas of focus for the company are expanding its network of distributors to meet the needs of the rapidly growing global vaccine industry and identifying strategic partners to facilitate entry into new application areas.

### **About InDevR**

InDevR develops breakthrough life science instrumentation and assays for scientists and researchers, with a primary focus on the issues associated with [virus quantification](#) and pathogen detection. This understanding has driven the development of straightforward and reliable new analytical tools to streamline microbiological analysis. Since 2003, InDevR has attracted a variety of talent including PhD scientists and engineers to help tackle difficult research and development challenges. InDevR’s founding executives – Drs. Kathy Rowlen, Laura Kuck and John Birks – have over 75 years of combined experience in assay and instrument development and research. Although the company has evolved over the years to have a product and customer centric focus, it remains dedicated to the development of new, cost-effective analytical tools. For more information about the company, please visit [www.indevr.com](http://www.indevr.com).