

For Immediate Release

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**CELLULAR ASSAYS MARKET EXPECTED TO REACH \$700
MILLION BY 2009**

Cellular assays are streamlining the drug discovery process.

December 1, 2003, San Mateo, Calif. — The worldwide cellular assays market is projected to grow over the next five years as pharmaceutical and biotechnology companies seek methods to increase the efficiency of their drug discovery efforts. Cellular assay systems are particularly interesting to research laboratories, as they can generate robust potential lead compounds in a fairly quick and efficient manner.

According to Front Line's strategic market report released today, entitled **Cellular Assays 2004: Industry Trends and End-User Analysis**, specific factors driving the development and growth of the cellular assays market include the expanded use of high content screening in drug discovery, player consolidation, and the increasing use of primary cells in research. The major deterrent to growth, however, is the current state of the economy and the decline in pharmaceutical and biotechnology research budgets.

In the report, Front Line notes that the cellular assays market is steadily growing, with major players like Amersham Biosciences and PerkinElmer dominating the field. Front Line predicts that in the next five years, segment leaders will likely acquire the smaller players with promising technologies and new market entrants will only occupy niche spaces.

The report evaluates leading technologies, and their areas of application while

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providing end-user testimonials and in-depth analysis of key cellular assays suppliers. “Technical innovation in the cellular assays market has caused a shift from genomic analysis to whole cell analysis in drug discovery. Cellular assays produce robust information and identify lead compounds that have higher chances for success,” says Alek Bituin, analyst, strategic market reports for Front Line.

About Front Line

Headquartered in San Mateo, Calif., Front Line is a leader in strategic consulting and market analysis for the Life Sciences industries, offering strategic business intelligence through exclusive consulting engagements and comprehensive strategic market reports of key therapeutic and technology areas. Front Line was founded in 1992 and specializes in combining diligent research methodology with intelligent strategic planning for their pharmaceutical and biotechnology customers. www.frontlinesmc.com

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