



## **Promega Enters into Agreement with GeneCopoeia To Deliver Cloned Gene Content Ready for Multiple Proteomics Applications**

**MADISON, WISCONSIN (April 22, 2008)**

Promega has entered into an agreement with GeneCopoeia to combine its HaloTag® protein fusion technology with GeneCopoeia's extensive library of human and mouse open reading frame (ORF) OmicsLink™ sequences. The resulting OmicsLink ORF expression clones with HaloTag are ready for use, offering a potentially weeks of time savings to customers.

The large number of expression-ready ORF clones with HaloTag, combined with fluorescent or other ligands for HaloTag and optimized assay protocols, provide a complete solution broadly applicable to proteomics research, supporting both biochemical and cellular analysis of protein function.

"Our aim is to support scientists in their research, and this combined resource will enable them to easily incorporate these tools to improve protein function experiments," explains Promega VP of Marketing Andy Bertera. "This collaboration with GeneCopoeia allows us to offer incredible breadth of prepared gene content to complement the multiple protein applications enabled by the HaloTag platform."

"HaloTag complements our collections of genome-wide OmicsLink full length cDNA clones from human, mouse and other species," said Dr. Sun Lu, Executive Vice President of GeneCopoeia, Inc. GeneCopoeia's 20,000 human and 15,000 mouse ORF clones were generated from sequence validated full length cDNA clones or high quality tissue cDNA libraries using the Company's proprietary high-fidelity cloning technologies.

HaloTag is a multi-functional protein tag that binds covalently and specifically to a variety of synthetic ligands, and which enables tagged proteins to be labeled with fluorophores for both in vitro and in vivo imaging, or with immobilization agents (beads or other surfaces) for purification. Covalent and specific binding of a variety of synthetic reporter and immobilization ligands to HaloTag fusion proteins allow detection and or solid-phase fixation of tagged proteins.

For further information please visit [www.genecopoeia.com/product/halo](http://www.genecopoeia.com/product/halo).

### **About GeneCopoeia**

GeneCopoeia, Inc. is a US-based manufacturer and provider of genomics and proteomics products and services for academic and governmental research institutes, pharmaceutical and biotechnology industry. The company is headquartered in the I-270 Hi-Tech corridor in the state of Maryland. Together with investors in China, GeneCopoeia formed a joint venture, FulenGen Co., Ltd. in P.R. China, which has been in operation since year 2000. GeneCopoeia and its joint venture, FulenGen have manufactured

and released into market the largest number of human full length protein coding ORF cDNA clones in multiple sets of vector systems with various features which make these clones suitable for a variety of functional assays, protein expression and easy purification in many cell types as well as cell free transcription and translation coupling systems, and large scale functional genomics and proteomics studies Further information at: [www.genecopoeia.com](http://www.genecopoeia.com).

## **About Promega**

Promega Corporation is a leader in providing innovative solutions and technical support to the life sciences industry. The company's 2,000 products enable scientists worldwide to advance their knowledge in genomics, proteomics, cellular analysis, molecular diagnostics and human identification. Founded in 1978, the company is headquartered in Madison, WI, USA with branches in 14 countries and over 50 global distributors. For more information about Promega, visit [www.promega.com](http://www.promega.com).