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**PROMEGA PARTNERS WITH [ATCC](#) TO OFFER NEW CELL SYSTEMS FOR BIOLOGICS DRUG DISCOVERY**

**June 23, 2011, Manassas, VA**— Promega Corporation and ATCC (historically known as the American Type Culture Collection) have formed a partnership for the cell banking and bioproduction of cells to create a new line of bioluminescence-based drug discovery assays for biologics. In the partnership, ATCC will produce and authenticate cell banks and production lots of engineered and stock cell lines, which will be used as cellular reagents to create a new line of Promega cell assay systems for biologics. The initial cell assay system will facilitate biologics drug discovery.

Promega will launch an [ADCC reporter bioassay](#) in 2011 as the first product offering from this partnership. The ADCC (Antibody Dependent Cell-mediated Cytotoxicity) reporter bioassay will meet a particularly critical need for nearly all antibody-based biologics drug discovery programs worldwide. These and other custom cell system assays will provide reduced variability to bioassays for biologics. The ADCC and other bioassay systems are currently in alpha and beta testing programs for qualification by leading manufacturers of biologics drugs.

ATCC is the recognized leader in [biological materials management](#) and processes for cell provisioning. “We are extremely pleased to work with Promega in bringing their assay innovations to drug discovery researchers”, said Dr. Sherry Challberg, Sr. Director of Corporate Development for ATCC. ATCC’s President, Dr. Brian Pollok added, “We are excited to begin a venture of working with technology-based companies like Promega in the area of [cellular assay product development](#).” Promega’s Vice President of Life Sciences Products and Services, Thomas Livelli commented, “We believe this new offering will be extremely helpful to scientists and provide high value cell-based systems for discovery and development.”

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## ABOUT ATCC

*Since 1925, ATCC has operated as an independent, non-profit entity that has helped life science organizations and academic institutions produce innovations that have benefited humankind: creating life saving vaccines, nutritional improvements, cancer research breakthroughs, and safer, more effective medications. With distribution to more than 140 countries and a working relationship with 12 distribution partners, ATCC has the experience, knowledge, rigor, tradition and the global reach to serve academic institutions, government agencies, biotech, biopharma, and research organizations around the world. ATCC is an ISO 9001:2008 certified, ISO/IEC 17025:2005, and ISO Guide 34:2009 accredited organization.*

For more information, visit [www.atcc.org](http://www.atcc.org)

## 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 15 countries and over 50 global distributors.*

For more information about Promega, visit [www.promega.com](http://www.promega.com).

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