



PRESS RELEASE



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Corporate Inquiries	Erik Christensen, Managing Director DiaGenic ASA, Grenseveien 92, NO-0663 Oslo, Norway Tel +47 95939918 Email: erik.christensen@diagenic.com		
Media Inquiries	For Diagenic Richard Hayhurst, Hayhurst Media Tel +44 (0) 7711821527 Email: richard@hayhurstmedia.com For Applied Biosystems: Renaldo Juanso Applied Biosystems Tel +001 650.638.5354 Email: renaldo.juanso@appliedbiosystems.com		

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DIAGENIC ANNOUNCES LAUNCH OF FIRST BREAST CANCER GENE- EXPRESSION BLOOD TEST

India chosen as first commercial market to demonstrate test's potential for rapid uptake

OSLO and FOSTER CITY, Calif. – November 10 2008 –DiaGenic ASA (OSL: DIAG) and Applied Biosystems Inc. (NYSE: ABI) today announced the launch of BCtect™, a blood-based test for early detection of breast cancer. The test searches for a unique gene expression signature identified by DiaGenic using a custom TaqMan® Array manufactured for DiaGenic by Applied Biosystems. India was chosen as the first country for the introduction of BCtect™ after successful completion of a large study in the country.

The DiaGenic BCtect™ test addresses a significant medical need in India, where breast cancer is the second leading cause of death among women. The lack of a coordinated national screening program means that breast cancer is typically detected at a late stage, resulting in high mortality rates compared to Western countries. Last year alone, nearly 100,000 women in the country died from the disease. Breast cancer is also on the rise, with

an estimated 250,000 new cases expected in India by 2015. A key problem has been the detection of only 10% of cases at an early stage, which lags far behind Western countries where detection rates reach as high as 65%.

Studies show there is more than a 90% chance of surviving breast cancer if detected at an early stage, whereas the mortality rate reaches 90% if this disease is caught at a very late stage. Clinical studies performed on a group of Indian women by DiaGenic have shown that the test can detect tumors early and accurately, in particular among younger (pre-menopausal) women and those with dense breasts.

DiaGenic launched BCtect™ at a special event in New Delhi. Speaking at the launch, DiaGenic CEO Erik Christensen, M.D. Ph.D., said that the company decided to launch the test in India because of the interest generated by its large clinical study across the country, which confirmed the test's gene signature is unaffected by ethnic variation.

"We hope that by introducing a test that uses peripheral blood rather than tissue from the actual breast, more women will be encouraged to come forward for testing," said Dr. Christensen. "In addition, we see BCtect™ filling a gap where mammography is not readily available."

More details on the selection of India as the first market for the new product were given by Praveen Sharma, Ph.D., co-founder of DiaGenic. "The results from our Indian study showed that the gene set, previously identified in Scandinavian and US cohorts, also had similar good diagnostic and predictive performance in the Indian population. BCtect™ is not affected by ethnic variation or menopausal state of the patient, allowing for widespread use to diagnose breast cancer at an early stage."

The TaqMan Array manufactured for DiaGenic by Applied Biosystems consists of 96 TaqMan® Gene Expression Assays pre-loaded multiple times on a 384-well micro fluidic card. These 384 simultaneous real-time PCR reactions are performed without the need to use liquid-handling robots or multichannel pipettors. The array is run on the Applied Biosystems 7900HT Fast Real-time PCR System by Labindia.

"We continue to demonstrate our commitment to providing scientists with the molecular tools they need to develop important diagnostics," said Peter Dansky, president of Applied Biosystems' functional analysis division.

"The TaqMan Arrays provide an ideal format for surveying gene expression markers based in their easy-to-use format, high sensitivity, and ability to facilitate standardization among laboratories for consistent and reliable results."

The DiaGenic BCtect™ breast cancer test will be marketed in India through Religare SRL (formerly known as SRL Ranbaxy), the largest laboratory chain in South East Asia. Sanjeev K. Chaudhry, M.D, CEO of SRL predicts high demand for the DiaGenic test.

"We believe that BCtect™ will provide the perfect incentive for women to take charge of their health and undergo regular check-ups," said Dr. Chaudhry. "Religare SRL will put in place intensive and extensive market-facing strategies to ensure rapid growth in the market, both locally and internationally, and will invest substantial amounts and efforts to inform the market on the availability of this new innovative test."

About DiaGenic ASA

DiaGenic is an innovative Norwegian biotechnology company that seeks to create value for patients, partners, and investors by developing new and more patient friendly methods for early detection of diseases. DiaGenic is currently a world leader in analyzing gene expression signatures related to disease in easily available clinical samples such as peripheral blood. This unique method is based on the principle that even when a disease is localized at a specific part of the body, secondary responses, which are also characteristic of the disease, can be measured in other parts. Significant potential in numerous diseases such as breast cancer and Alzheimer's disease has been identified. The company has been granted patents in the U.S. and Europe. DiaGenic is listed on the Oslo Stock Exchange. For more information visit www.diagenic.com

About Applied Biosystems Inc.

Applied Biosystems Inc. (formerly known as Applied Biosystems Corporation) is a global leader in the development and marketing of instrument-based systems, consumables, software, and services for academic research, the life science industry and validated markets. Driven by its employees' belief in the power of science to improve the human condition, the company commercializes innovative technology solutions for DNA, RNA, protein and small molecule analysis. Customers across the disciplines of academic and clinical research, pharmaceutical research and manufacturing, forensic DNA analysis, and agricultural biotechnology use the company's tools and services to accelerate scientific discovery, improve processes related to drug discovery and development, detect potentially pathogenic microorganisms, and identify individuals based on DNA sources. Applied Biosystems has a comprehensive service and field applications support team for a global installed base of high-performance genetic and protein analysis solutions. Applied Biosystems Inc. is headquartered in Norwalk, CT. On June 12, 2008, Applied Biosystems Corporation and Invitrogen Corporation (NASDAQ: IVGN) announced that their Boards of Directors had approved a definitive merger agreement under which Invitrogen will acquire all of the outstanding shares of Applied Biosystems stock. The merger is subject to customary closing conditions and is targeted to close in November 2008. Information about Applied Biosystems, including reports and other information filed by the company with the Securities and Exchange Commission, is available at <http://www.appliedbiosystems.com>. All information in this news release is as of the date of the release, and Applied Biosystems does not undertake any duty to update this information unless required by law.

Applied Biosystems Forward Looking Statements

Certain statements in this press release are forward-looking. These may be identified by the use of forward-looking words or phrases such as "should," "expect," and "planned," among others. These forward-looking statements are based on Applied Biosystems' current expectations. The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for such forward-looking statements. In order to comply with the terms of the safe harbor, Applied Biosystems notes that a variety of factors could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in such forward-looking statements. These factors include but are not limited to: (1) rapidly changing technology and dependence on the development and customer acceptance of new products; (2) sales dependent on customers' spending policies; (3) diagnostic products may not receive required regulatory clearances or approvals; (4) the markets for clinical laboratory testing services and diagnostic products are very competitive, healthcare providers may prefer to use better-known laboratories for clinical testing, and healthcare providers may not accept new diagnostic products developed by the company, (5) sales of BCtech depend on the marketing efforts, strategies, and operations of third parties, such as SRL Ranbaxy, over which Applied Biosystems has no control, and (6) other factors that might be described from time to time in Applied Biosystems' filings with the Securities and Exchange Commission.

TaqMan is a registered trademark of Roche Molecular Systems, Inc.

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