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FOR IMMEDIATE RELEASE

**Empirical Bioscience Debuts Extended Storage and Use Labeling for their Master Mix Product Line,
Includes Long Term Refrigeration and Room Temperature Storage**

(GRAND RAPIDS, MICH)—August 15, 2016— As a result of their ongoing product development and process optimization efforts, Empirical Bioscience has approved the enhanced labeling of their Taq Master Mix line including, their FlashTaq HotStart Master Mix and rEVALution qPCR Master Mix products for storage and use at room temperature (15° to 25°C) for up to 60 days and for extended refrigeration storage at 4°C for up to 180 days.

The new capabilities mark a significant advancement in the efficiency and flexibility of Empirical Bioscience's Master Mix line. For example, the new storage and use conditions allow for easier handling, easier reaction set up and more accessible, ongoing laboratory use.

Since Empirical Bioscience Master Mix products don't need to be frozen, users don't have to deal with the reduced activity and progressive degradation of performance that typically occurs with the repeated freezing and thawing of other similar products. Empirical Bioscience found that when they used and stored their optimized Master Mix products under these conditions there was no detectable loss of function.

In fact, the robust and highly-active nature of the Master Mix products contributes to their overall ease of use. Users may set up multiple reactions with ease and confidence. The extended labeling capabilities of

the products also offer many advantages in high volume, automated labs. They benefit from the room temperature handling instructions, but also from having the Master Mix supplied in larger volumes for direct use with their testing equipment. It also offers a streamlined shipping and receiving process since it does not require dry ice in transit or immediate freezer storage upon receipt.

“The need for performance, efficiency and consistency is inherent in all operations, this is true even in our molecular biology community,” said Des O’Farrell, President of Empirical Bioscience. “The fact that they can use our Master Mixes instantly and more easily, offers significant time-saving advantages to the overall process. The products are very robust and are very tolerant and easier to use in research and teaching environments. And, they allow Empirical Bioscience to better service the growing commercial testing and biotechnology markets,” he added.

Empirical Bioscience produces high-grade PCR reagents and enzymes in its ISO 13485 certified facility in Grand Rapids, MI, USA and is a Registered Small Business Company.

For more information about Empirical Bioscience visit: <http://empiricalbioscience.com/> .

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