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ACCURI CYTOMETERS ANNOUNCES LAUNCH OF ACCURI C6 FLOW CYTOMETER® SYSTEM IN ITALY

--Prodotti Gianni S.p.A. Named Exclusive Distributor for Italy--

St. Ives, Cambs UK, July 8, 2010 – Accuri Cytometers, Inc. and Prodotti Gianni S.p.A. are pleased to announce the launch of the Accuri C6 Flow Cytometer® system in Italy.

The two companies have signed an exclusive distribution agreement giving Italian researchers access to Accuri's products for the first time. Prodotti Gianni is now responsible for the marketing, sales, support and technical service for Accuri Cytometers products in Italy.

Bob Penney, Managing Director of Accuri Cytometers (Europe) Ltd said "Prodotti Gianni has been selected because of their excellence in supplying life science research products and their in-depth experience with flow cytometry reagents from eBioscience and Bender MedSystems. We are excited about the opportunity to be able to serve researchers in Italy through a company that has such high standards and customer focus."

Stefano Gianni, CEO of Prodotti Gianni S.p.A. said "We enthusiastically look forward to the opportunity to serve the Italian market with Accuri technology. The Accuri C6 Flow Cytometer System complements our existing product line and will further enable the access of flow cytometry applications to the life science market."

About Accuri Cytometers

Accuri Cytometers, Inc. is a life sciences company developing and marketing revolutionary high performance cell analysis systems designed to bring the power of flow cytometry into life science and biomedical labs everywhere. Reflecting the input of hundreds of researchers, the Accuri C6 Flow Cytometer is a full-featured bench-top cell and bead analysis system that provides similar capabilities to those of industry-leading flow cytometers in an easy-to-use format and at a fraction of their cost. The Accuri system was engineered from the start to be compact, powerful and user-friendly, while also being affordable by most research laboratories. The Accuri CSampler® adds simple, reliable and user-friendly automation to the Accuri C6 Flow Cytometer System. For more information, please visit www.accuricytometers.com.

About Prodotti Gianni S.p.A.

Prodotti Gianni S.p.A., a leading Italian distribution company, was created in Milan in 1948 and has since provided raw materials to the Pharmaceutical, Cosmetic and Food market. Since 1960 the company has represented the major brands for antibodies, Elisa kits, flow cytometry reagents and laboratory equipments. Prodotti Gianni has established its reputation on a very simple claim: "Our competence your value", which is a strong knowledge of selected markets, products and technical support.

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