



**Contact:**

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**The MaxCyte® STX™ Scalable Transfection System Demonstrated to Improve Drug Discovery Screening at the LabAutomation 2011 Conference in Palm Springs, CA, Booth #590**

*Application of MaxCyte Patented Flow Electroporation Technology in Cell-Based Assays Highlighted at Technical Workshop and Other Events at the LabAutomation 2011 Conference*

**Gaithersburg, MD, January 31, 2011** –MaxCyte, Inc., the pioneer in scalable, high performance cell loading systems, will host a variety of events at the LabAutomation 2011 Conference to be held January 29 – February 2, 2011 in Palm Springs, CA. MaxCyte sponsored events include a technical workshop, scientific poster, a presentation at LRIG’s Late Night Rapid-Fire Session, and one-on-one discussions in Booth #590 with the goal of demonstrating how the MaxCyte® STX™ Scalable Transfection System can increase the efficiency and productivity of cell-based screening and improve the quality and quantity of drug candidates.

Dr. James Brady, Director of Technical Applications at MaxCyte, will conduct a Lunchtime Technical Workshop on Tuesday, February 1<sup>st</sup>, at 12:30pm in the Smoketree B room of the Palm Springs Convention Center entitled, “Using Scalable Transient Transfection to Improve the Productivity of Drug Screening”. In the Technical Workshop, Dr. Brady will demonstrate how the MaxCyte STX enables the rapid development and production of (co)transfected primary cells, stem cells, and cell lines for screening ion channels, GPCRs, and other tough targets, with comparable results to stable cell lines in downstream functional assays. The workshop will cover the simplicity of instrument operation and assay optimization, and highlight the application of the MaxCyte STX in cell-based screening using customer case studies.

MaxCyte will present a scientific poster entitled, “Advancing Drug Discovery with the MaxCyte STX Scalable Transient Transfection System: Expression of Intracellular, Membrane-Bound and Secreted Proteins in Physiologically Relevant Cell Lines, Primary Cells and Stem Cells” in the Convention Center Exhibit Hall on Tuesday, February 1<sup>st</sup>. MaxCyte scientists will be available at the poster from 1:00 to 3:00pm to discuss these applications of MaxCyte’s patented flow electroporation and provide answers to any technical questions.

Additionally, MaxCyte will highlight its MaxCyte STX Scalable Transfection System during the 5<sup>th</sup> Annual, Late Night with LRIG Rapid-Fire Innovation Session. These highly interactive, informative sessions are sponsored by the Laboratory Robotics Interest Group (LRIG) and take place Monday, January 31<sup>st</sup> from 7 to 9pm at the Mojave Learning Center in the Renaissance Hotel.

“We are excited to have the opportunity at LabAutomation to interact with such a diverse audience in the pharmaceutical and biotechnology communities and demonstrate how the MaxCyte STX can cost-effectively increase the productivity of their labs,” says Douglas Doerfler, President and CEO of MaxCyte. “We also look forward to touching base with many of our current clients to discuss the new and innovative ways they are applying the MaxCyte STX Scalable Transfection System in their drug discovery programs. “

#### **About MaxCyte**

MaxCyte specializes in cell modification technologies to enable the discovery, development, manufacturing, and delivery of innovative therapeutic products. Drawing on its cell therapy expertise, MaxCyte designed the MaxCyte® STX™ Scalable Transfection System, an ideal system for use in drug discovery research and screening as well as protein production environments. The MaxCyte STX provides for the rapid development and consistent production of (co)transfected primary cells, stem cells, and cell lines for cell-based assays for ion channels, GPCRs, and other targets, with comparable results and Seamless Scalability™ from the bench to HTS scale.

**For more information, <http://www.maxcyte.com/cell-based-screening.shtml>.**

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