

## **Frost & Sullivan European Drug Discovery Product Innovation Award Bestowed on Xenometrix AG**

The 2009 Frost & Sullivan European Drug Discovery Product Innovation Award is presented to Xenometrix AG in recognition of its active role in the production of single and multiple endpoint cytotoxicity assays.

These test kits, used in the early screening stages of drug discovery, improve the effectiveness of drug discovery and development through lead optimisation. One product line - the IN CYTOTOX PAN I kit - enables researchers to detect 4 main toxicity parameters on a single sample; a feat unmatched by competing life science organisations.

“The multiple endpoint IN CYTOTOX test kits are able to determine up to four metabolic parameters from the same cellular sample,” explains Frost & Sullivan Research Analyst Dr. Laleh Safinia. “The kit eases some of the bottlenecks in preclinical drug discovery and development and increases the relevance of correlation of the tests, reduces the overall handling time, volume of test compounds needed, plastic waste and consequently, the cost.”

The PAN I cytotoxicity kit allows the application of 4 commonly used cytotoxicity assays sequentially on a cellular sample. Such an approach enhances the probability of identifying toxic compounds, reduces consumption of valuable primary cells, uses lower test compounds than with individual assays and removes inter-assay variability due to differences in cell composition, cellular activity and cell density.

“Xenometrix offer testing of chemicals for cytotoxic effects using a range of assays and assay combinations sold as test kits,” states Safinia. “The cytotoxicity kits are used by major pharmaceutical, chemical and cosmetic industries, contract service labs as well as authorities analysing environmental toxicants.”

Xenometrix AG uses either its own cell lines or can accommodate customers' own cells. Company personnel are highly experienced in all aspects of cell culture and have a detailed knowledge of individual assays. Accordingly, they can optimally meet the testing needs of customers, and can advise them on the assay(s) and assay conditions.

“Such in-house compound testing expertise enables the company to offer fast, reliable and customised service according to the needs of the customer through a fully interactive process,” adds Safinia. “Xenometrix offers complete customer support free-of-charge with respect to technical or scientific questions, practical training, as well as rapid customer compound testing with all assay systems.”

Each year, the Frost & Sullivan Award for Product Innovation is presented to the company that has demonstrated excellence in new products and technologies within its industry. The

recipient company has shown innovation by launching a broad line of emerging products and technologies.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### **About Xenometrix AG**

Xenometrix produces and distributes today's most advanced mutagenicity assays and cytotoxicity screening kits designed to help reducing test compound consumption, minimizing hands-on-time, plastic waste, and consequently lessen costs.

Xenometrix is developing Ames microplate fluctuation testkits and cytotoxicity screening assays since 1995 with the vision of "excellence in quality and service". Xenometrix offers a full customer support free of charge, and upon demand also analytical service of all assay systems with a rapid turn-around. You are most welcome on [www.xenometrix.ch](http://www.xenometrix.ch).

### **About Frost & Sullivan**

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