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The BioAnalytics Group and Brighter Ideas, Inc. Sign Collaboration Agreement

Jamesburg, NJ - May 19, 2009 - The BioAnalytics Group LLC www.bioanalyticsgroup.com and Brighter Ideas, Inc. www.brighterideasinc.com have signed a collaboration agreement to focus on development of technologies for analyzing proteases, protease inhibitors, and their activities in mixtures.

The work is expected to lead to commercialized products for the research, diagnostics, and therapeutic industries.

"We've been seeking partnerships with organizations developing new biomedical assay technologies," says G. Scott Lett, Ph.D., CEO of The BioAnalytics Group. "Brighter Ideas is working to commercialize their fluorescent protein technologies. The marriage of our data analysis and software development experience with their industry-leading expertise has created a wonderful collaborative opportunity."

Since its founding in 2003, Brighter Ideas, Inc. has focused on fluorescent protein chemistry, leading to novel assay development. "BioAnalytics is a progressive company that will provide additional value and commercial viability to our existing GFP IP platform," says Paul D. Burns, CEO.

"The dedication of our founder, Dr. Bill Ward, in developing methods for protein purification has led to a significant cache of knowledge, expertise, and relationships that are already helping us advance new technology to the research community. Our collaboration with The BioAnalytics Group is a clear step toward commercialization and growth of technology that will benefit researchers, biomedical corporations, and many who suffer from debilitating diseases."

The partnership has already been fruitful, as reflected in the development of fresh intellectual property that will lead to reduced commercialization time for new products.

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About Brighter Ideas, Inc.

Brighter Ideas, Inc. (Bii) is a biotechnology organization focused on advancing fluorescent protein technology through industry-leading experience in research and education. Bii offers unique high throughput screening assays, protein purification kits, purified antibodies and premium quality proteins.

About The BioAnalytics Group

The BioAnalytics Group LLC provides systems biology consulting services and software solutions to the biomedical research community. BioAnalytics' focus is on helping organizations turn their data into valuable decisions. In addition to data analysis consulting and custom software development, the company offers two software products: BioPathwise® for pathway-centric collaborative research and BioPathwise® DM, the scientist-friendly data management system.