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NuGEN Expands Management Team with Three New Appointments

*Appointment of executive management reflects firm's recent growth,
continued commitment to customers, and sales expansion*

February 5, 2004, San Carlos, CA — NuGEN Technologies, Inc., a privately held company developing and commercializing products for high sensitivity nucleic acid amplification and detection, announced today the appointments of three new members to its executive management team: Elizabeth Hutt, M.S., as Vice President of Sales and Service, Anne Kopf-Sill, Ph.D., as Vice President of Product Development and John Todd, Ph.D., as Vice President of Marketing. Collectively, these additions to the executive management team bring extensive experience in developing and marketing life sciences products to the company.

"The addition of Elizabeth, Anne and John to our executive management team is a reflection of our continued growth and success. I believe their expertise will add tremendous value to our team and they will be instrumental as we progress towards our goal of becoming the industry standard for amplification and labeling of mRNA for gene expression analysis," said Jan D'Alvise, President and CEO of NuGEN. "These new additions to the NuGEN team provide significant experience that will help our Company meet its business objectives, and to continue to develop new products uniquely designed to meet customer needs for biological discovery."

Elizabeth Hutt, Vice President Sales and Service, brings to NuGEN almost fifteen years of leadership experience in diversified sales and marketing, and a strong track record of achieving significant sales and market share expansion. Her leadership will help NuGEN build global market share for an expanding the Ovation™ product line, and enhance the Company's commitment to world-class customer support. Prior to joining NuGEN, Elizabeth was VP of Sales and Service, North America and Pacific Rim at Tripos, Inc., a leader in molecular modeling software. She has also held U.S. and European sales management positions with Affymetrix Inc. and spent over 9 years in sales, marketing and channel management at Life Technologies, Inc. prior to the acquisition of the company by Invitrogen, Inc. Ms. Hutt received her M.S. in Business Administration from Central Michigan University and B.A. in Chemistry from Michigan State University.

As Vice President of Product Development, Anne Kopf-Sill will oversee the development of NuGEN's expanding product line based on the Company's proprietary SPIA™ and Ribo-SPIA™ technologies. Dr. Kopf-Sill brings over fifteen years of experience in developing increasingly complex research and diagnostic products. Prior to joining NuGEN, she was Vice President of New Products at Caliper Technologies where she successfully led the development of new assay and microfluidics products, and managed the technical development in strategic collaborations. Prior to joining Caliper, Dr Kopf-Sill held engineering development and product management positions at Abaxis and Molecular Devices. She is an inventor on more than 30 microfluidics and diagnostic patents, and has a Ph.D. in Chemical Engineering from Stanford University. She was recently elected to serve on the board of directors of the Association for Laboratory Automation.

John Todd, Vice President of Marketing, brings to NuGEN twenty years of diversified experience in marketing, technology and product strategy development, licensing and fundraising. Dr. Todd will provide commercial direction for the Ovation product line, and for the market expansion of the Company's research products portfolio and for diagnostic applications of NuGEN's proprietary technologies. Most recently, he was an independent business consultant advising biotechnology clients including Proteomic Systems, ParAllele BioScience, and Quantum Dots. He has held marketing, business development, product development and scientific positions at Chiron Corporation, Bayer Diagnostics, Baxter Healthcare and Enzo Biochem. Dr. Todd has numerous scientific publications, is an inventor on eight patents and has a Ph.D. in Biochemistry from the University of Southern California Medical Center.

About NuGEN Technologies, Inc.

NuGEN Technologies Inc., headquartered in San Carlos, CA, is a privately held company focused on the development and commercialization of high sensitivity amplification and detection systems for the analysis of nucleic acids and proteins. NuGEN's mission is to develop amplification and detection systems for genomic and proteomic research. The company's proprietary technologies form the foundation for a wide range of methods and products used by researchers to prepare samples for genetic analysis. NuGEN's initial business focus is to apply its amplification and labeling technologies to gene expression analysis.

NuGEN™, Ovation™, SPIA™ and Ribo-SPIA™ are trademarks or service marks of NuGEN Technologies, Inc.

This press release contains forward-looking statements that are subject to risks and uncertainties, including continued growth in demand by researchers for total RNA analysis, continued use of oligo and cDNA microarrays, acceptance by researchers of the Company's technologies and products, and competition from existing and newly developed products. Accordingly, actual results may differ materially from those anticipated. These forward-looking statements represent the Company's current expectations as of the date of this release. The Company disclaims, however, any intent or obligation to update these forward-looking statements.

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