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**NuGEN LAUNCHES THE OVATION™ BIOTIN SYSTEM FOR AFFYMETRIX GENECHIP® ARRAYS**

*New RNA Amplification and Labeling System is Second Product in Ovation™ Line*

**San Carlos, California – March 9, 2004** - NuGEN Technologies, Inc., a privately held company developing and commercializing the new standard for nucleic acid amplification and labeling, today announced the launch of its Ovation™ Biotin System for RNA Amplification and Labeling. The second product based on NuGEN's proprietary Ribo-SPIA™ technology, the Ovation™ Biotin System is optimized for use with Affymetrix GeneChip® arrays. For life scientists who want to comprehensively discover and understand biological pathways, the Ovation™ Biotin System enables sensitive and rapid expression analysis with as little as five nanograms of RNA starting material. Now in a single day, life science researchers can confidently amplify RNA and achieve meaningful discovery from previously intractable sample sources, such as small biopsies and micro-dissected samples, and generate reproducible results.

"In gene expression analysis using small amounts of RNA, variability in sample labeling and amplification are the largest contributing factors associated with inconsistent experimental results. NuGEN's Ovation products have addressed these issues and have demonstrated sensitive and reproducible results, regardless of starting sample amount or hybridization array type," said Shawn Levy, Ph.D., Assistant Professor and Director, Microarray Shared Resource, Vanderbilt University.

NuGEN's Ribo-SPIA™ technology utilizes a linear amplification method which generates reproducible experimental results by maintaining fidelity across a wide dynamic range of expression. In addition, the experimental protocol has significantly fewer steps and uses only one round of amplification regardless of input sample size.

"Thanks to the dedication and outstanding work of our technical and business teams, we continue to make consistent progress towards our goal of Ovation™ Systems becoming the standard method for RNA amplification and labeling," said Jan D'Alvise, CEO of NuGEN. "The launch of the Ovation™ Biotin product is an exciting milestone for NuGEN and we will continue to show progress this year and next by launching a broad range of new products for research, and ultimately clinical applications."

The Ovation™ Biotin System offers a standardized one-day system that works equally well with large or small total RNA sample amounts. The system incorporates a fast and robust method for post amplification fragmentation and direct chemical attachment of biotin to the cDNA amplification products, which is different than the standard direct incorporation using IVT and biotin-labeled nucleotides. The Ovation™ Biotin System provides a rapid method for RNA amplification and labeling from samples containing as little as five nanograms total RNA to yield sufficient RNA for at least one U133 GeneChip® array. Additionally, the Ribo-SPIA™ technology maintains linearity across a 10,000-fold dynamic range of expression, which is critical for maintaining high fidelity gene representation.

**About NuGEN Technologies Inc.**

NuGEN Technologies is focused on the development and commercialization of sensitive, rapid and cost-effective amplification and detection systems for genomic and proteomic research. The company's technologies enable the comprehensive analysis and discovery of biological mechanisms, cellular responses, and disease pathologies. NuGEN's proprietary SPIA™ and Ribo-SPIA™ amplification and labeling system for DNA and RNA based applications, form the foundation for a wide range of methods and products used by life scientists. The Ovation™ amplification and labeling system, the company's first commercially available product line, has applied these technologies to enhancing the sensitivity, convenience, and accuracy of gene expression analysis. Based in San Carlos, CA, NuGEN has a world-class investor syndicate, several collaborations with leading academic and commercial organizations and a management team with significant experience developing and marketing products for research or clinical diagnostic applications.

NuGEN, Ovation, SPIA and Ribo-SPIA are trademarks or service marks of NuGEN Technologies, Inc. All other marks are the property of their respective owners.

*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.*