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**Ovation™ System to Be Implemented by Cincinnati Children's Hospital
Affymetrix Microarray Core Facility as Standard RNA Amplification and Labeling System**
Facility to use Ovation Biotin System for all Affymetrix GeneChip® Array Experiments

San Carlos, California – July 20, 2004 –NuGEN Technologies, Inc., a privately held company developing and commercializing the new standard in nucleic acid amplification and labeling systems, today announced that the Affymetrix GeneChip® Microarray Core at Cincinnati Children's Hospital Research Foundation has standardized its RNA target preparation protocols using the Ovation™ Biotin RNA Amplification and Labeling System from NuGEN for all samples.

"We are extremely pleased with the amplification power and data quality with the Ovation Biotin System," said Steven Potter, Ph.D., professor of pediatrics at Cincinnati Children's Hospital and supervisor of the microarray core. "NuGEN's system gives us consistent results across all sample types, allowing a more precise analysis of all specimens. The system is easy to use and rapidly generates labeled samples, making it especially useful for researchers who need high throughput capabilities. We will be strongly encouraging the use of the Ovation kits in new studies."

Cincinnati Children's Hospital Medical Center is an international leader in pediatric healthcare, research, and education. The Cincinnati Children's Hospital Research Foundation, the research arm of the hospital, is one of the most outstanding pediatric research institutions in the nation, responsible for breakthrough discoveries such as the Sabin oral polio vaccine, the first practical heart-lung machine, and the key ingredients of the surfactant preparation used throughout the world to save the lives of thousands of infants each year. The Affymetrix GeneChip Microarray Core facility at the hospital performs GeneChip microarray analysis for researchers at Cincinnati Children's Hospital and at the University of Cincinnati.

"With the Ovation Family of RNA amplification and labeling kits, researchers do not have to collect large samples for gene expression analysis, enabling them to fundamentally change the way they think about their microarray sample collection," said Jan D'Alvise, president and CEO of NuGEN. "When researchers don't have to use large samples, they spend less time, effort and cost collecting tissue and cells from which to extract RNA, freeing up resources for other important experiments."

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 technology 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.

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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