

iCyt Mission Technology Renamed Sony Biotechnology

October 18, 2012 – (New York) iCyt Mission Technology, Inc., a wholly-owned subsidiary of Sony Corporation of America (SCA) and an active and long-time innovator in the flow cytometry industry, has changed its name to Sony Biotechnology Inc. (Sony Biotechnology). Under its new name, Sony Biotechnology will continue to develop, manufacture, sell, market, service and distribute high-quality cell analysis research instruments and reagents, including the recently announced Sony- branded SH800 cell sorter instrument.

“We are a different organization today than when we became part of Sony back in 2009,” said Allen Poirson, Ph.D., CEO of Sony Biotechnology Inc. and Senior Vice President, Business Development, Life Electronics at SCA. “Our new name expresses what we have become, as well as our mission for the future – to combine our expertise with Sony’s IP and technology to become a technology-driven business that transcends the boundaries of traditional flow cytometry and develops innovative products and techniques that dramatically improve the way researchers and scientists work.”

About Sony Biotechnology Inc.:

Sony Biotechnology Inc. supplies advanced flow cytometry analysis and sorting technology for use in life science research. It is a Total Flow Cytometry Solutions provider that markets, sells and distributes products such as the Sony SH800, an Automated Cell Sorter; the iCyt EC800, a low cost analyzer; and the iCyt SY3200, a high-end sorter. Sony Biotechnology also boasts a lineup of over 8,000 reagents. It markets products to private and public research institutions, pharmaceutical and biotechnology companies, and large medical centers. Sony Biotechnology (while operating as iCyt) received significant industry recognition for its line of multi-channel, high-speed cell sorting products. Sony Biotechnology’s products are sold, marketed and distributed in North America, Japan, the UK, the European Union, Israel, Korea, Taiwan, Singapore/Malaysia and Australia/New Zealand. Sony Biotechnology is developing other distributor relationships in key regions.

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