



## **Media Release**

### **Gelcompany appoints Protea Biosciences as sales and marketing partner for North America**

**23 November 2009 – Sydney, Australia:** Gelcompany is pleased to announce the appointment of Protea Biosciences as our non-exclusive sales, marketing and distribution partner for the key North American market.

Gelcompany, the wholly owned subsidiary of Fluorotechnics (ASX: FLS) has agreed that Protea Biosciences will be able to promote and distribute our High Performance Electrophoresis (HPE) systems including horizontal electrophoresis towers and pre-cast gels, fluorescence-based consumables and other electrophoresis products.

James Walker (CEO) from Gelcompany said "Protea has established itself as a leading developer of new tools that address the critical needs of researchers for better and more reproducible protein data. We believe our products are synergistic with theirs and are delighted to be working with them. As Protea have an established sales team across America we are confident that our products will capture a larger share of this market through this partnership."

"We are delighted to be collaborating with Gelcompany. The addition of these products gives Protea a full line of superior gel-based protein separation products", added Reid Asbury, Ph.D., Protea's Director of Sales and Marketing . "Protea will be able to better serve its proteomics customers by offering a full range of gel formats and sizes, stains and accessories. We will be capable of addressing the entire market from sample preparation to mass spectrometry."

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**About Fluorotechnics and Gelcompany:** Fluorotechnics, under the trade brand of Gelcompany sells and develops innovative consumables and equipment that enable scientists to better measure biological processes using fluorescence.

The company has established itself as the global leader in the supply of products which are environmentally friendly, safe to use and offer a unique solution and superior performance compared to existing products. These products are used globally by our customers in research, quality control and diagnostics. See our website to view our products. [www.gelcompany.com](http://www.gelcompany.com)

**About Protea Biosciences:** Protea Biosciences, Inc. ([www.proteabio.com](http://www.proteabio.com)) develops new technology that improves the recovery and analysis of proteins and other biomolecules found in biological samples. The company markets its products and advanced proteomics services to pharmaceutical, biotechnology and academic research laboratories worldwide.