



## **Polyplus-transfection SA appoints Mark Bloomfield as CEO**

### **Bloomfield brings broad-based experience in commercial leadership roles with global corporations and proven business skills**

**Strasbourg, April 30, 2010** – Polyplus-transfection SA, the privately-held company developing innovative solutions for molecular and cellular biology, today announced that its board has appointed Mark Bloomfield as CEO. Mark Bloomfield replaces Frédéric Perraud who continues with Polyplus as COO and Deputy CEO. This appointment takes place as Polyplus plans for accelerated revenue growth driven by the launch of new reagents and solutions for cell transfection applications, the commercialization of ZNA (TM) technology via licensing agreements with Sigma-Aldrich and Metabion as well as geographical sales channel expansion with partners in the United States and major European and Asian markets.

Mark Bloomfield, 51, with a background in chemistry, joins Polyplus-transfection after more than 15 years in senior sales, commercial leadership and business management positions with global companies in the biotechnology tools and analytical instruments space. Mark held a number of sales, sales management and business development roles with Hewlett-Packard, Agilent Technologies (Agilent spun out of HP), the Scientific Instruments Division of Thermo Electron (now Thermo Fisher Scientific) to the position of Division Vice-President Europe for Applied Biosystems' Molecular & Cell Biology Business Unit.

"Polyplus has an outstanding track record in developing and commercializing innovative solutions for cell and molecular biologists and in providing them with both high quality products and with excellent technical support," said Bloomfield. "I am delighted to be joining Polyplus and very much looking forward to using my business experience with the company's team of scientists, marketers and sales professionals to continue and accelerate its growth."

Mark Bloomfield will attend the 2010 BIO International Convention in Chicago, USA, May 3-6, Booth 3712, France Pavilion.

### **About Polyplus-transfection**

Polyplus-transfection SA is a biotechnology company researching, developing, manufacturing and marketing innovative solutions for scientists working in molecular and

cell biology. Located in the Parc d'Innovation at Illkirch-Graffenstaden close to the city and University of Strasbourg in Eastern France, the company has been producing and selling its proprietary range of transfection reagents and technologies since 2001. The multidisciplinary Polyplus R&D team includes chemists, molecular and cellular biologists. Polyplus-transfection recently extended its product offering to molecular biologists with the launch and commercialization of ZNA (TM) modified oligonucleotides. The company holds a broad portfolio of patents and licenses in the fields of nucleic acid delivery and modified oligonucleotides. Polyplus is an ISO 9001 accredited company. For more information, please visit the Polyplus-transfection web site at:

<http://www.polyplus-transfection.com/>

---

For further information, please contact:

**Andrew Lloyd & Associates**

Andrew Lloyd / Agnes Dalosi

Tel: +44 1273 675100

[allo@ala.com](mailto:allo@ala.com) / [agnes@ala.com](mailto:agnes@ala.com)

---