Press Release
14th January 2013

Qlucore targets academic and commercial biotech, life science markets with Novo Newton Scientific Ltd

New alliance increases Qlucore's sales and marketing presence in Ireland, Spain, Italy and South Africa

Qlucore, a world leader in the development of bioinformatics software, has today announced an agency agreement with Novo Newton Scientific Ltd, a leading specialist in sales of bioinformatics software. Novo Newton will assist in marketing Qlucore's Omics Explorer software in Ireland, Spain, Italy and South Africa. Recently Qlucore has also signed a distribution agreement in Japan, and raised investment finance for expansion into the US market.

Qlucore's intuitive software, Qlucore Omics Explorer, provides researchers with a world leading data analysis tool that is both extremely powerful and simple to use. Qlucore's software is unique in that it allows researchers – the people with the most biological insight – to study their own data and to look for patterns and structures. Qlucore Omics Explorer is built on the premise that visualization is one of the key drivers for effective analysis of complex data in "big data" environments. As a result, researchers do not need to be statistics or computer experts in order to use Qlucore Omics Explorer effectively.

> Carl-Johan Ivarsson, President, Qlucore says, **"We are delighted that Novo Newton Scientific Ltd will be distributing our software into these territories. This will increase our market presence. We have been very impressed with the firm's professionalism and we are looking forward to working with the team."**

Qlucore Omics Explorer is used in 19 countries by large pharmaceutical and biotech companies and renowned academic institutions. A list of scientific articles published referencing Qlucore can be found at http://www.qlucore.com/references.aspx

> Tom Nugent , Chief Financial Officer , Novo Newton Scientific Ltd comments. **"We are excited to collaborate with Qlucore and to be promoting Qlucore Omics Explorer. Qlucore is well respected in the scientific community and providing robust and reliable software that is well supported. The amount of genomic data is growing very quickly, and there is strong demand for high quality solutions such as Qlucore."**

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About Qlucore – www.qlucore.com
Qlucore started as a collaborative research project at Lund University, Sweden, supported by researchers at the Departments of Mathematics and Clinical Genetics, in order to address the vast amount of high-dimensional data generated with microarray gene expression analysis.

As a result, it was recognised that an interactive scientific software tool was needed to conceptualise the ideas evolving from the research collaboration.

The basic concept behind the software is to provide a tool that can take full advantage of the most powerful pattern recogniser that exists - the human brain. The result is a core software engine that lets the user handle and filter data and the same time instantly visualise it in 3D. This will aid the user in identifying hidden structures and patterns. Over the last two years major efforts have been made to optimise the early ideas and to develop a core software engine that is extremely fast, allowing the user to explore and analyse high-dimensional data sets with the use of a normal PC, interactively and in real time.

Qlucore was founded in early 2007 and the first product released was the "Qlucore Gene Expression Explorer 1.0". The latest version of this software, now called Qlucore Omics Explorer, represents a major step forward with advanced statistics support. All user action is at most two mouse clicks away. The company's early customers are mainly from the Life-science and Biotech industries, but solutions for other industries are currently under development.

One of the key methods used by Qlucore Omics Explorer to visualise data is dynamic principal component analysis (PCA), an innovative way of combining PCA analysis with immediate user interaction. PCA analysis works by projecting high dimensional data down to lower dimensions. The specific projections of the high-dimensional data are chosen in order to maintain as much variance as possible in the projected data set. With Qlucore Omics Explorer, data is projected and plotted on the two dimensional computer screen and then rotated manually or automatically.

About Novo Newton Scientific Ltd
Novo Newton Scientific Ltd is a distributor for the world's leading bioinformatics software, spanning discovery through to development. It also offers day-to-day supplies such as enzymes, kits and consumables for molecular biology.

The firm has offices in London, United Kingdom and Cape Town, South Africa.

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