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KeyGene and Amplicon Express announce Whole Genome Profiling, a method that enables fast and efficient Whole Genome Sequencing of plant and animal genomes

450 Mbp melon genome sequenced

The Whole Genome Profiling (WGP) method enables the *de novo* construction of a complete high quality physical map. This sequence-based physical map forms the framework to construct a complete genome sequence assembly of plant and animal genomes in a fast and cost-effective manner.

The automated and robotized BAC pooling strategies of Amplicon Express combined with KeyGene's next generation sequencing strategies and dedicated software tools, made it possible to generate a high resolution assembly of the 450 Mbp melon genome.

At the 16th annual Plant and Animal Genome conferences held in San Diego, USA from January 10 through January 14, 2009, KeyGene and Amplicon Express will announce this new method.

"Combining the expertise and innovative capacity of both Amplicon Express and KeyGene provide Life Sciences researchers a new and exciting method for fast and high quality genome assembly and sequencing that will boost genome and gene function research considerably" says Arjen van Tunen, CEO of KeyGene. "Both KeyGene and Amplicon Express are committed to roll out this novel proprietary method in a fast and broad way."

"Fast genome sequencing and assembly provides big opportunities for the seed and Ag Biotech industry. This assists them in developing innovative, genetically improved crop varieties that have superior traits providing benefits for the consumers, retailers and producers' states Michiel van Eijk, vice president Upstream Research of KeyGene and responsible for the development of the new method. 'Until now having fast access to complete genome sequences was not always possible because of the high investments and time consuming procedures involved. With our new method we offer a solution for complete genome assembly. KeyGene and Amplicon Express can offer this now using their proprietary state of the art BAC pooling, High Throughput Sequencing and Bioinformatics platforms."

"KeyGene and Amplicon Express will combine marketing/sales forces and technical support teams dedicated to offering Whole Genome Profiling as a service" says Robert Bogden, CEO of Amplicon Express. Our collaboration will ensure a fast, world wide distribution of the WGP method"

About KeyGene

Keygene N.V. (www.keygene.com) is a R&D company with the mission to be the leading company in developing and applying DNA expertise in the field of molecular genetics with a focus on crop plants. In recent years KeyGene invested in next generation sequencing platforms to support its leading position in the field of plant molecular breeding and developed several new enabling technologies. KeyGene exploits its proprietary technologies, databases and know-how through strategic alliances, contract research and products for applications in the plant breeding industry. KeyGene has a subsidiary in Rockville Maryland, USA and a Joint Lab at the Shanghai Institute of Biological Sciences in Shanghai, China. In total KeyGene employs 130 researchers and staff.

About Amplicon Express

Amplicon Express Inc. is focused on making high quality products and services for genome researchers including custom BAC libraries and BAC DNA pooling strategies designed for Next Gen sequencing systems.

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