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MICHBIO LAUNCHES RESOURCE LOCATOR ON WEB SITE

MUCI and MichBio work together to provide better access to commercialization resources for life science companies

FOR IMMEDIATE RELEASE – ANN ARBOR, MI – September 8, 2004 – MichBio announced today that it has launched its newly redesigned Resource Locator at www.MichBio.org. The directory is a marriage of MichBio’s previous Michigan Life Science Directory and the Resource Locator, created by the Michigan Universities Commercialization Initiative (MUCI) to provide better access to commercialized resources for life science companies. Inner Circle Media of Ann Arbor provided database design and integration services for the project.

“The Resource Locator allows service providers to describe fully their skills, services, products and experiences,” said Dr. Michael Witt, executive director of MichBio. “Buyers will then be able to use the Resource Locator to find the right service provider to meet their needs.”

Continued Witt, “With more than 100,000 people visiting the MichBio web site this year, MichBio hopes to connect Michigan service providers and suppliers with Michigan buyers. As more people place their detailed information on the web site, MichBio hopes the Resource Locator will do its part to nurture the growth and development of manufacturers, suppliers, service providers and R&D personnel in the life science arena.”

The Resource Locator allows companies, as well as economic development and technology transfer organizations, to define themselves. Registered users can manage and update their own information in the directory. It provides a comprehensive information source with an intelligent search interface so users can efficiently identify a concise list of available resources.

“MUCI is very excited to be collaborating with MichBio,” said Tina Bissell, business manager for MUCI. “The merging of the organizations’ two databases will bring the MUCI Resource Locator information to a larger audience and ensure its sustainability. The combined MUCI/MichBio resource directory will become increasingly useful as participating service providers update and expand their profiles to better leverage the newly enhanced search capability.”

MichBio adopted the MUCI database and incorporated it with its own Michigan Life Science Directory. MichBio contracted with Inner Circle Media to update the MUCI framework using a scalable .NET architecture to accommodate future growth as a life science resource. Inner Circle Media designed an extensive SQL server database and front-end web system to help MichBio serve its membership and Michigan's life science community. Using the MUCI Resource Locator as a foundation, Inner Circle Media expanded and updated the new system to store information relevant to companies in or related to the life sciences community as well as events, member data, and contact information.

“The new and improved MichBio web site is an intrinsic tool to the organization and a valuable resource to Michigan's life science community,” said Carrie Hensel, principal and head of creative operations of Inner Circle Media.

About MUCI

The Michigan Universities Commercialization Initiative (MUCI) is a collaborative effort to complement and enhance technology transfer activities at 9 of Michigan's academic and research institutions. The coalition, which includes representatives from industry and venture capital firms, provides gap funding through the MUCI Challenge Fund for early-stage efforts to commercialize life sciences technologies developed at our member institutions. MUCI also disseminates information about commercialization processes and resources, incubation facilities, and entrepreneurship through our publications and our website www.muci.org. The MUCI Resource Locator was developed as part of these technology transfer support efforts.

About MichBio

MichBio is dedicated to driving life sciences industry growth within the State of Michigan. For new and established biosciences companies, MichBio provides a community focal point by offering networking and educational events, a roster of support services, and a portal to state and national information. MichBio represents biosciences companies, academic and research institutions, bioscience service providers and related organizations. MichBio is focusing on the human resource, funding, and infrastructure issues affecting the state bioscience industry. MichBio is affiliated with BIO, the national organization that represents biotechnology companies across American and in 33 other nations. Please visit www.michbio.org for more information.

About Inner Circle Media

Founded in 2001, Inner Circle Media (www.innercirclemedia.com) is a women-owned firm providing web and corporate identity solutions to a range of companies. Clients include nonprofits, construction firms, information technology companies, automotive/manufacturing companies, and healthcare & life science organizations.

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