



NanoString Launches Single Cell Gene Expression Solution for its nCounter® Analysis System
New Protocol Enables Scientists to Investigate More Genes than Microfluidic qPCR
Protocols with High Sensitivity

SEATTLE and SAN DIEGO – Sept. 25, 2012 – NanoString Technologies, Inc., a privately held provider of life science tools for translational research and developer of molecular diagnostics, today announced the launch of a Single Cell Gene Expression application that provides researchers with a flexible and highly sensitive approach to discovering differences in cell-to-cell gene expression profiles. The new Single Cell Gene Expression application allows a digital measurement of the expression of up to 800 unique transcripts, and offers superior performance to standard single cell microfluidic qPCR protocols. The single tube, highly multiplexed assay eliminates sample splitting and frees researchers from the constraints of fixed-format consumables employed by existing technologies, allowing them to assay genes based on the biology.

In side-by-side gene expression experiments using identical total RNA samples, reflecting RNA yields from 1 to 100 cells, the nCounter protocol demonstrated superior sensitivity compared to microfluidic qPCR. Specifically, the nCounter Single Cell Assay was able to quantify the expression of 70 percent more transcripts than the Fluidigm BioMark™ HD System run by a commercial service provider using an optimized single cell protocol (Citri *et. al.*, *Nature Protocols* (2012) Vol. 7(1):118-127). Results of this study will be presented today at the 2012 Select Sciences Single Cell Analysis Summit in San Diego.

“Our Single Cell Assay allows cancer, stem cell and immunology researchers to profile gene expression with unmatched sensitivity and flexibility,” said Barney Saunders, Ph.D., Senior Vice President and General Manager, Life Sciences at NanoString Technologies. “Researchers who currently enjoy the digital precision, ease-of-use and ability to run challenging sample types such as FFPE tissue, can now utilize the nCounter system for more experiments using as little as 10pg of total RNA or even single cells.”

Brad Gray, President and CEO of NanoString commented: “Single cell gene expression is an area of rapidly growing interest from researchers who are already using nCounter technology as well as those who are getting to know our technology for the first time,” said Brad Gray, President & CEO of NanoString Technologies. “We are committed to constantly expanding the nCounter Analysis System application suite, and this new offering is just one of many new capabilities being developed by our R&D team.”

The nCounter Analysis System is a fully automated, multi-application digital detection and counting system with a very simple workflow. The nCounter system has been employed in basic and translational research since it was first introduced in 2008. NanoString provides assays for gene expression, miRNA analysis and copy number variation.

Researchers attending the Single Cell Analysis Summit in San Diego can learn more about the new Single Cell Gene Expression application by attending NanoString’s workshop on Tuesday, September 25, 2012

Press Release

from 12:45 – 1:30pm Pacific Standard Time or by visiting the NanoString booth. More information is available at www.NanoString.com.

About NanoString Technologies, Inc.

NanoString Technologies is a privately held provider of life science tools for translational research and developer of molecular diagnostics. The company's nCounter Analysis System is the first and only technology platform to deliver highly multiplexed, direct profiling of individual molecules in a single reaction without amplification. The nCounter Analysis System offers a cost-effective way to easily profile hundreds of gene transcripts, copy number variations, or miRNAs simultaneously with high sensitivity and precision. The company's technology enables a wide variety of basic research and translational medicine applications, including biomarker discovery and validation. NanoString is also developing the technology for use in molecular diagnostics.

The nCounter platform is for Research Use Only. Not for use in diagnostic procedures.

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