



For Immediate Release

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IdentiGEN's Dublin Laboratory Receives ISO 9001:2000 Certification

LAWRENCE, Kan., U.S., and DUBLIN, Ireland, Jan. 18, 2008 – IdentiGEN Ltd., a leading provider of DNA-based solutions to the agriculture and food industries in Europe and North America, has received ISO 9001:2000 certification for its total quality management practices.

ISO 9001 accreditation is an assurance that IdentiGEN has established a systematic approach to quality management that is recognized and respected internationally. The accreditation process includes assessment of IdentiGEN's commitment to quality, customer focus, adequacy of resources, employee competence, process management, quality planning, product design, review of incoming orders, purchasing, monitoring and measurement of processes and products, calibration of measuring equipment, processes to resolve customer complaints, corrective/preventive actions and a commitment to drive continual improvement.

"The ISO 9001 accreditation process is stringent and exacting, so we are heartened to have this independent seal of approval for our quality management system," said Ciaran Meghen, managing director of IdentiGEN Ltd.

In December 2006, IdentiGEN also became the first full-service private testing laboratory to receive accreditation under ISO Standard 17025 for its rapid BSE diagnostic services to help identify cattle with "mad cow disease."

The International Standards Organization, or ISO, is a network of the national standards institutes of 157 countries with a Central Secretariat in Geneva, Switzerland.

IdentiGEN was founded in 1996 by a group of geneticists from Ireland's Trinity College, who developed DNA TraceBack®, the world's first DNA-based meat traceability system with demonstrated capability to unequivocally trace the identity of meat back to its source. DNA TraceBack is used to support marketing of branded meat, verify country of origin and validate product attributes. It also can also be used to support seamless and fast traceability of fresh meat in the event of a product recall.

In May 2007, IdentiGEN opened its North American headquarters and high-technology laboratory for DNA analysis in Lawrence, Kan. In October 2007, IdentiGEN received USDA Process Verified Program approval for its DNA TraceBack system. It is currently introducing this unique and proprietary system to North American meat producers, packers and retailers.

About IdentiGEN

IdentiGEN Ltd., with its North American subsidiary IdentiGEN, Inc., is a privately-held venture-backed company, and a leading provider of DNA-based solutions to the agriculture and food industries. The company was founded as a spin-out from the Institute of Genetics, Trinity College, where the company's core area of expertise -- genetic identification -- was developed and is now being deployed in a variety of ways to enhance consumer confidence in the safety and quality of food products. Through IdentiGEN's DNA-based TraceBack® system, retailers, meat processors, producers and local governments, for the first time, have the tools to unequivocally trace the identity of meat back to its source. IdentiGEN is also a major provider of BSE (or "mad cow disease") and GMO (or genetically-modified organism) testing services in Europe. Additional information about IdentiGEN can be found at <http://www.identigen.com>.

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