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Advanced Analytical opens sales office and laboratory in Heidelberg, Germany

Ames, IA – July 1, 2010 -- Advanced Analytical (<http://www.aati-us.com>), headquartered in Ames, IA, has opened a new sales office and laboratory in Heidelberg Germany. The new facility is located in the Technologiepark on the campus of the Heidelberg University. By opening this office, the company will be able to provide better representation over sales for our suite of products sold as well as provide better support and service for our current and future customer base. The office in Heidelberg will serve as both the European headquarters for the company and as a Center of Excellence. Furnished with analytical instruments, the company will be able to serve the growing European pharmaceutical/biopharmaceutical industry as well as the biotechnology and university research communities.

Mr Steve Siembieda, COO of Advanced Analytical said “We are very excited about being in Heidelberg and having our own sales force in Germany. This office marks a major milestone for Advanced Analytical, as expansion in Europe is key to achieving our long term goals. By having a sales and support office now in Europe, we will be able to better support all of our European customers with more timely and expedited service.”

“We warmly welcome Advanced Analytical to the Technologiepark Heidelberg. Not only because it fulfills our mission to host top performers but also because of the services and products that a company like this provides to our community. We look forward to a long relationship with them” remarked Dr. André H.R. Domin, CEO of Technologiepark Heidelberg GmbH.

About Advanced Analytical

Advanced Analytical provides innovative solutions to improve processes and accelerate research within the pharmaceutical, life science, personal care/OTC and Research markets. The company's product portfolio includes instruments for the rapid detection and enumeration of microbes by flow cytometry, and the parallel analysis of pharmaceutical compounds, biomolecules, proteins, DNA, RNA by capillary electrophoresis with UV absorbance or fluorescence detection.

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