

## Frost & Sullivan Applauds Affymetrix' Technology Legacy and Expansion into New Market Segments

MOUNTAIN VIEW, Calif. — March 17, 2011— Based on its recent analysis of the life science research tools market, Frost & Sullivan recognizes Affymetrix, Inc. with the 2011 North America Frost & Sullivan Product Leadership of the Year Award for its unwavering focus on enhancing its core microarray technology while remaining attentive to its customers' demands.

Of the 314 genomics researchers surveyed by Frost & Sullivan in late 2010, 94 percent are aware of Affymetrix and 61 percent are aware and have used the company's products. Of those aware of microarray technology in general (266 respondents), 59 percent selected Affymetrix as their preferred microarray supplier, while the next leading competitor polled only 11 percent. Meanwhile, 27 percent of respondents are 'likely to adopt' microarrays in the next two years.

Microarrays are the preferred format for 60 percent of the 95 surveyed researchers conducting whole-genome gene expression profiling, 39 percent of the 61 surveyed researchers conducting whole-genome transcriptome analysis, and 38 percent of the 44 surveyed researchers conducting whole-genome copy number variation/loss of heterozygosity studies. Moreover, of the 59 respondents who selected translational research as their focus area, 47 percent selected microarray as the 'best fit' technology, behind only qPCR/RT-PCR and high-throughput screening/analysis.

Staying true to its customer-centric policy, Affymetrix enhanced many aspects of its product offering over the last two years. The company introduced the GeneAtlas™ Personal Microarray System in 2010—a first-of-its-kind, affordable and easy-to-use solution that provides the robust capabilities of microarray technology to resource-limited or smaller laboratories. Moreover, the company launched its empowering Axiom™ Genotyping Solution and added two agricultural biotechnology arrays to its ever-expanding and market-leading portfolio of whole-transcript expression analysis arrays for human disease and model organism research. These products allow Affymetrix to maintain its dominance in the established areas of genomics research while addressing burgeoning market opportunities.

"For instance, in the area of gene expression, Affymetrix recently innovated its core gene expression microarray platform with a portfolio of whole-transcriptome arrays, becoming the only broad supplier of high-quality arrays for whole-transcript expression analysis," said Frost & Sullivan Industry Manager Jonathan Witonsky. "The relevance of this technology is significant, especially in light of increasing next generation sequencing (NGS) utilization." Affymetrix has a strong reputation for providing a highly reliable and cost-effective solution for whole-transcript expression analysis; a solution that allows researchers to overcome the inaccuracies and the workflow, bioinformatic, and economic challenges that are still associated with whole-transcriptome ribonucleic acid (RNA) analysis by NGS.

Affymetrix's DNA and RNA microarray technologies are also widely used in clinical research applications to aid in the development of genetic tests for cancer, constitution cytogenetics and drug metabolism applications. Affymetrix is leading the way with its Powered by Affymetrix (PbA) program partners, who are developing an ever-expanding menu of clinical microarray tests on its Food and Drug Administration (FDA)-cleared instrumentation.

"Affymetrix also remains at the forefront of the genomic revolution by enabling clinical research that is designed to translate genomic discoveries into reliable clinical tools," said Mr. Witonsky. "The company's successful diversification strategy into clinical research applications was most recently exemplified by the commercialization of its OncoScan™ FFPE Express cancer copy number array service."

“Whether being first to market with novel technologies or continually innovating established technologies, the company constantly reacts to market demand,” said Mr. Witonsky.

In response to receiving the award, Affymetrix President and Chief Executive Officer Kevin King said, “We are honored to receive the 2011 Frost and Sullivan Product Leadership of the Year Award as recognition for our ongoing commitment to our customers and the impact that our technologies continue to have in science and research. Looking forward, we are committed to remaining at the forefront of the genomic revolution with even more innovative technologies that provide unprecedented knowledge and ultimately life-improving solutions.”

Each year, Frost & Sullivan presents this award to a company that has developed high-quality products that offer innovative features/functionalities that enhance customer value and find immediate acceptance in the market.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

#### **About Affymetrix, Inc.**

Affymetrix technology is used by the world's top pharmaceutical, diagnostic and biotechnology companies, as well as leading academic, government and nonprofit research institutes. More than 2,000 systems have been shipped around the world and almost 23,000 peer-reviewed papers have been published using the technology. Affymetrix is headquartered in Santa Clara, California, and has manufacturing facilities in Cleveland, Ohio and Singapore. The company has more than 900 employees worldwide and maintains sales and distribution operations across Europe and Asia. For more information about Affymetrix and the Frost & Sullivan survey analysis, please visit the company's website, <http://www.affymetrix.com>.

#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.awards.frost.com>.

#### **Contacts:**

Britni Myers, Frost & Sullivan  
P: 210. 477-8481  
F: 210.348.1003  
E: [britni.myers@frost.com](mailto:britni.myers@frost.com)

Joyce Davis, Affymetrix  
P: 408.731-5988  
C: 408.406-3642  
E: [Joyce\\_Davis@Affymetrix.com](mailto:Joyce_Davis@Affymetrix.com)