PRESS RELEASE

BIOIDENT Executive to Present at 2008 American Physical Society March Meeting

Biochip Technologies Expert Dr. Max Sonnleitner Speaks About Direct-Print Organic Photonics for Biodetection

Menlo Park, California – March 5, 2008

BIOIDENT Technologies Inc., the leader in the development of multi-assay mobile analytical and diagnostic systems, today announced that its CTO Max Sonnleitner will participate as an invited speaker in the APS March Meeting in New Orleans, Louisiana, on March 11, 2008. Dr. Sonnleitner is a worldwide recognized specialist in the fields of fluorescence microscopy and biophotonics and is a leading expert in printed semiconductor-based biochips.

Technological miniaturization is allowing biochips to shrink while increasing capabilities, in a form of Moore's Law. However, this leads to the question of ultimate scalability—what are the fundamental detection limits? In a special focus session on "Biochip Physics: Scalability and Fundamental Detection Limits", scientists from a wide variety of disciplines will cover recent advances in biochips and biosensors, and will explore the fundamental limits of biological detection.

As a part of this focus session, Mr. Sonnleitner will describe how BIOIDENT's printed optoelectronics are transforming existing unintelligent in vitro diagnostic devices into smart, disposable, point-of-care medical diagnosis chips. He will explain why the BIOIDENT solution for integrating imaging systems into the chip itself increases sensitivity and fixes the "lab-on-a-chip dilemma", which until today has hindered the development of commercial portable biochip applications based on optical detection.

BIOIDENT is the first company to meet the following criteria required for the success of mobile and point-of-use diagnostics: low cost, high sensitivity, high selectivity, low power, simultaneous analysis of dozens or hundreds of targets, small sample sizes, real-time results, ability to use existing reagents and assays, and ease of use. The company's PhotonicLab™ Platform technology enables diagnostic and analytic solutions for medical, environmental, and defense applications.

Location: Ernest N. Morial Convention Center
Room 208
900 Convention Center Blvd.
New Orleans, LA 70130

Date/Time: Tuesday, March 11, 2008
Session: J16: Biochip Physics II
11:15 - 11:50 a.m. Central Time

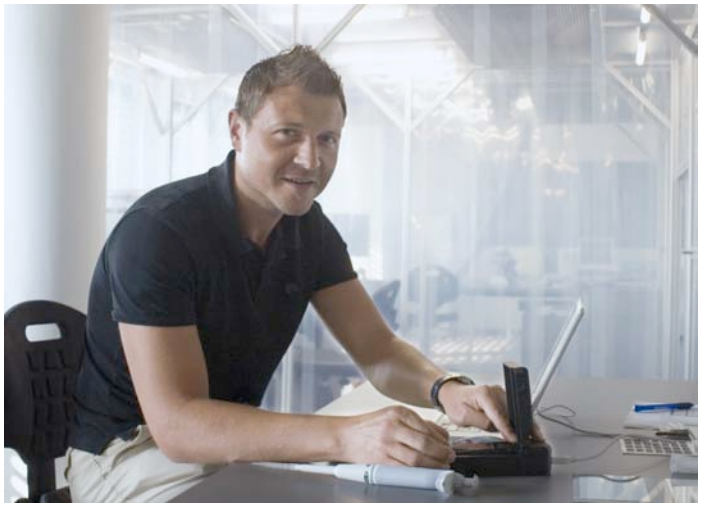
About the APS March Meeting

An outstanding scientific program is offered, consisting of more than 90 invited sessions and 550 contributed sessions at which approximately 7,000 papers will be presented. In addition, tutorials and workshops will be offered. A larger and enhanced exhibit show will round out the program, during which attendees can visit vendors who will be displaying the latest products, instruments and equipment, and computer software, as well as scientific publications related to the research and application of physics.

About Max Sonnleitner

Dr. Max Sonnleitner is CTO of BIOIDENT. Prior to joining BIOIDENT, he served as Vice President R&D Life Science of NANOIDENT Technologies AG. Dr. Sonnleitner is a worldwide recognized specialist in the fields of fluorescence microscopy and biophotonics and is a leading expert in printed semiconductor-based biochips. As Vice President R&D of NANOIDENT's Life Science Division, Dr. Sonnleitner was responsible for the adoption of organic semiconductor technologies to biophotonic applications. Dr. Sonnleitner studied technical physics specializing in biophysics at the Kepler University, in Linz, Austria. After receiving his doctorate at the Institute for Biophysics, for four years Dr. Sonnleitner managed the "Ultrasensitive Fluorescence Microscopy/Device Development" division at the newly founded "Center for Biomedical Nanotechnology" at the UAR (Upper Austrian Research). He is well published, having authored more than 20 publications in the field.

Contact: Media interested in speaking with Max Sonnleitner, or learning more about BIOIDENT Technologies, can contact Lauren Duffey of Schwartz Communications at (415) 512-0770 or bioident@schwartz-pr.com.



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Images can be downloaded in high resolution at www.bioident.com

Image Text: Dr. Max Sonnleitner, CTO of BIOIDENT Technologies Inc.

About BIOIDENT Technologies Inc.

BIOIDENT is the leader in the development of rapid, multi-assay and mobile analytical and diagnostic systems. BIOIDENT integrates highly sensitive printed photodetectors and electronics with various existing lab-on-a-chip (LOC) technologies including lateral flow, microfluidics and microarrays. BIOIDENT's systems are designed for applications in in-vitro diagnostics, chemical and biological threat detection, and environmental testing. BIOIDENT's award-winning Photonic Lab™ Platform technology eliminates the need for complex and expensive readout systems and delivers unprecedented mobility and sensitivity based on existing biological and chemical assays. Benefits for BIOIDENT's customers and partners include high mobility, rapid testing, multiplexing and low cost of ownership.

BIOIDENT is a subsidiary of Austrian-based NANOIDENT Technologies AG, the world leader in printed optoelectronic sensors. The company is privately held with headquarters in Menlo Park, California. BIOIDENT leverages NANOIDENT's SEMICONDUCTOR 2.0™ Platform technology and its high-speed manufacturing process, which uses liquid conductive and semiconductive materials to print electronic circuits on almost any surface using an inkjet printer. NANOIDENT also has the world's only dedicated organic fabrication facility with a production output of 40,000 sq.m. per year. For more information about the company, please visit www.bioident.com or www.nanoident.com.

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