

NEWS RELEASE



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CONTACT: Joe Heinzelmann, Neogen Corporation
jheinzelmann@neogen.com
517/372-9200

620 Leshler Place
Lansing, Michigan 48912
517/372-9200
e-mail: neogen-info@neogen.com
www.neogen.com

Neogen launches NeoCare™ service

LANSING, Mich., Oct. 23, 2012 — Neogen Corporation has introduced an innovative preventative maintenance and service program designed to make it even easier to use Neogen's test kits and lab instruments.

Neogen's new NeoCare program will help ensure uptime and trouble-free testing for Neogen's ANSR™ pathogen detection system and Soleris® spoilage detection system. NeoCare service will include LabLive, a feature that provides a direct lab-to-lab audio and visual connection between Neogen's technical support experts and customers.

"Our years of working with the food industry to help produce the safest and highest quality products have shown us that quality control personnel are often too busy to perform the necessary routine maintenance on quality test systems. Their time is focused on the quality of their products," said Neogen's Joe Heinzelmann. "NeoCare is a total package that helps make our products easier to use, and can completely eliminate the time company personnel would otherwise spend on performing routine maintenance on our test systems. Our LabLive feature is a great example of how video conferencing technology can be used to certify technicians and troubleshoot equipment can save time and money."

NeoCare includes the support and maintenance of Neogen's test systems, including Soleris and ANSR equipment, and LabLive is included with all new Soleris and ANSR systems. The LabLive kit includes a portable webcam that customers can use to demonstrate proficiency for certification, learn new assay techniques, and troubleshoot.

"With LabLive, it's like we're right there in the lab with them. We'll be able to see what they're doing, and they can actually watch us perform the assay. It provides a much more personal and interactive experience," said Neogen's Tony Lupo. "This program eliminates the need for our customers to take the time to accommodate an on-site visit from us. It gives our customers the freedom and flexibility to squeeze in a training session on short notice, and not rely on often difficult arrangements necessary to conduct in-person training. We certainly remain willing to visit our customers, but this service can greatly augment that on-site training."

Neogen's ANSR foodborne pathogen technology uses an innovative isothermal DNA or RNA amplification process to amplify DNA or RNA to detectable levels and fluorescent molecular beacon technology for detection of the pathogen target. The new technology detects *Salmonella* and *Listeria* in food and environmental samples after as little as 10 minutes of reaction time.

The Soleris system is a rapid optical system for the detection of spoilage microorganisms, such as yeast and mold, based on an innovative application of classical microbiology. The assay measures microbial growth by monitoring biochemical reactions that generate a color change in the media as microorganisms grow. The sensitivity of the system allows detection in a fraction of the time needed for traditional methods, with less labor and handling time.

Neogen Corporation (Nasdaq: NEOG) develops and markets products dedicated to food and animal safety. The company's Food Safety Division markets diagnostic test kits to detect foodborne bacteria, natural toxins, genetic modifications, food allergens, drug residues, plant diseases, and sanitation concerns, and dehydrated culture media.

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