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# NanoString Technologies Appoints Industry Veteran Barney Saunders, Ph.D. as Chief Commercial Officer

SEATTLE, Wash | October 6, 2010 - NanoString Technologies, Inc., a privately held life sciences company marketing a complete solution for detecting and counting large sets of target molecules in biological samples, today announced that it has appointed Barney Saunders, Ph.D. as Chief Commercial Officer.

Dr. Barney Saunders brings 23 years experience commercializing emergent and mature technologies in the life science and clinical research markets. Prior to joining NanoString, Dr. Saunders spent five years as Chief Commercial Officer of Microchip Biotechnologies (now IntegenX). From 2000 to 2004, he was VP and General Manager at Agilent Technologies and led its Gene Expression business unit. While at Agilent, Dr. Saunders also held the post of Senior Director for Science and Technology, sourcing and evaluating investments in life science start-ups. Prior to Agilent, Dr. Saunders spent 13 years at Amersham Biosciences and held a variety of commercial positions in the U.S., and overseas, with global responsibilities. He earned a B.SC. Hons. in Biological Sciences and Ph.D. from the University of Birmingham, England.

“Barney brings significant senior executive experience in the life sciences industry, with a track record of accelerating revenue growth by assembling distinctive product portfolios and leading high-performing commercial teams,” said Brad Gray, President and CEO of NanoString Technologies. “For example, at Agilent he led the team that developed and launched the first full-genome expression arrays and used this to triple customer installs and increase revenues 40% in the year following launch.”

As CCO, Dr. Saunders will be responsible for leading the commercial development of NanoString’s business. A particular focus will be expanding the sales and marketing operations to support driving revenue on a worldwide basis.

“Ultra high-throughput genomics discovery tools are driving the need for clinical researchers to analyze and validate hundreds of target molecules against thousands of samples. NanoString’s multiplexed digital counting solutions provide high sensitivity and reproducibility with an extraordinarily simple sample preparation,” said Dr. Saunders. “In addition, researchers can use the same platform in validation, translational research and ultimately in diagnostics. I greatly look forward to working with the team to drive global market penetration in gene expression, miRNA, copy number variation and other applications.”

**About NanoString Technologies, Inc.**
NanoString Technologies is a privately held life sciences company marketing a complete solution for detecting and counting large sets of target molecules in biological samples. The company’s nCounter® Analysis System is the first and only technology platform to deliver highly multiplexed, direct profiling of individual molecules in a single reaction without amplification. The nCounter Analysis System offers a cost-effective way to easily profile hundreds of gene transcripts, copy number variations, or miRNAs simultaneously with high sensitivity and precision. The company’s technology enables a wide variety of basic research and translational medicine applications, including biomarker discovery and validation. NanoString is also developing the technology for use in molecular diagnostics.