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The awards were presented by BioInformatics LLC, the premier market research and advisory firm serving the life science industry.

The event was attended by industry executives and product and marketing professionals from 41 life science companies. Using industry best-practices market research methodologies, almost 6,000 scientists were surveyed to reveal preferred suppliers in 28 product, communications, and support categories.

These scientists were drawn from BioInformatics LLC's online panel of scientists, The Science Advisory Board.

From the data collected, BioInformatics LLC analysts calculated an overall score for each nominated company based on the number of nominations received, as well as key measurements of customer satisfaction and loyalty.

"The vision and foresight of the companies we honored last night have made possible many of the scientific advances of the past decade," said Ms Jennifer Cotteleer, CEO of BioInformatics LLC. "Life science tools companies are the foundation upon which biological research and drug discovery rest and we are proud to support them in understanding the needs of their scientific customers."

The Winners of the prestigious 2014 Life Science Industry Awards® are:

#### **Abcam**

Best Use of Digital Media

#### **Agilent Technologies**

Best High Throughput Screening & Analysis Systems

**Becton, Dickinson & Co.**

Best Cell Analysis Instruments (Flow Cytometer-Based)  
Best Technical Support  
Best Workflow Solutions - Cell-Based Research  
Most Memorable Advertising

**Bio-Rad Laboratories**

Best Protein Expression & Analysis Products  
Best Workflow Solutions - Genomics

**Carl Zeiss**

Best Cell Biology Instruments (Microscope-Based)  
Breakthrough Product - Neuroscience Research

**Cell Signaling Technology**

Best Antibodies  
Most Useful Website

**EMD/Merck Millipore**

"Greenest" Life Science Company

**Eppendorf**

Best General Lab Equipment

**GE Healthcare Life Sciences**

Best Instrumentation for Protein Analysis & Purification  
Best Protein Purification & Separation Products

**Illumina**

Best High Throughput Sequencing Platform

**Life Technologies (Thermo Fisher Scientific)**

Best Cell Biology Products  
Best Cell Culture Media & Reagents  
Best Genomics Analysis Kits & Reagents  
Best Instrumentation for Genomic Analysis

**New England Biolabs**

Best Molecular Biology Products

**QIAGEN**

Best Nucleic Acid Purification & Separation Products  
Most Helpful Sales Force

**Seahorse Bioscience**

Company to Watch in 2015  
Sigma-Aldrich  
Best Customer Service

**Thermo Fisher Scientific**

Best Workflow Solutions - Proteomics  
2014 Market Leadership Award