

Bluechiip Partners with Biopharma Group to Distribute in the UK Market

Bluechiip Limited (ASX: BCT), a leader in the development of advanced sample management solutions for harsh environments, today announced the signing of a distribution partnership agreement with Biopharma Process Systems Ltd (Biopharma Group) in the UK.

Biopharma Group will distribute Bluechiip's innovative products in the UK which is an influential and key market.

Located in Winchester, England, Biopharma Group is a leading distributor and service provider of low-temperature storage solutions, including LN2 vessels and complimentary products, and has divisions covering the UK, France, Ireland and USA.

Andrew McLellan, Managing Director of Bluechiip, said the significant synergies between the two companies made Biopharma a natural distributor of Bluechiip's products and technology.

'Our products complement the products that Biopharma already distribute.

The purchases of low-temperature freezers – whether existing businesses or new facilities – need to manage the valuable samples going into them. Many continue to use handwritten labels and Excel spreadsheets, which we know are sub-optimum. By distributing Bluechiip's products, Biopharma will assist these facilities go to the next level with their sample management practices.'

Mr McLellan said that Biopharma Group are in discussion with several prestigious academic and cell and genetic research centres in the UK, together with major pharmaceutical manufacturing companies for Bluechiip Advanced Sample Management solutions.

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Authorised for release by the Bluechiip Limited Board

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About Bluechiip Limited

Bluechiip understands that every biological sample – stem cells, blood, eggs, sperm and other biospecimens – is critical, so our objective is to manage each one with optimal quality in the most efficient way. Bluechiip's Advanced Sample Management Solution is the only one that provides sample temperature with ID in cryogenic environments, driving productivity and improving quality. Bluechiip's solution delivers confidence in every sample.

Bluechiip's unique patented technology is a MEMS-based wireless tracking solution that contains no electronics. It represents a generational change from current tracking methods such as labels (hand-written and pre-printed), barcodes (linear and 2D), and Radio Frequency Identification. Bluechiip tags are either embedded or manufactured into storage products such as vials or bags. Each product is easily identified and critical information, such as sample temperature, detected by readers and stored in the Bluechiip software. In addition to functioning in extreme temperatures, the Bluechiip[®] Advanced Sample management solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Bluechiip listed on the ASX in June 2011. Since then, it has significantly developed its technology. Today Bluechiip's Technology has applications in healthcare, including in cryogenic storage facilities (biobanks and biorepositories), pathology, clinical trials and forensics. Other key markets include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

Bluechiip: Delivering confidence in every sample.

Further information is available at www.bluechiip.com