

**PRESS RELEASE**

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**Building on Innovation — Nanopoint Inc. Wins Its First  
BusinessWeek/IDSA International Design Excellence Award;  
cellTRAY™ Wins Gold in International Competition**

Honolulu, HI, July 25, 2007 -- Nanopoint won its first design award in the international BusinessWeek/IDSA competition this month, with the innovative Nanopoint cellTRAY taking gold in the Medical and Scientific Products category.

The annual international competition, sponsored by BusinessWeek magazine and run independently by the Industrial Designers Society of America, recognizes the "best of the best from the U.S., Asia, and Europe." The IDSA praised Nanopoint for communicating a solution so advanced that one cannot see it with the naked eye where the design of the cellTRAY delivers a new solution in the field of cell culturing and nanotechnology. Nanopoint was one of only 81 winners in a field of 1,691 entries.

This IDEA design award further adds to the award-winning record of Nanopoint, Inc. The company previously won the 2006 NSTI Nanotech Venture Best Life Sciences Company Award and was a finalist in the 2005 World Technology Awards in the Nanotechnology category.

"Nanopoint is focused on innovation that solves problems for research scientists and pharmaceutical companies," said Cathy Owen, president of Nanopoint, Inc. "Working along with our design firm, Carbon Design Group, our product team is focused on developing innovative solutions for customers around the world, and we're proud to continue building upon our award-winning tradition."

Nanopoint's cellTRAY Imaging Systems create new standards of precision and levels of efficiency for the study of individual and small groups of live cells, creates new approaches for multiple cell analysis and simultaneous processing and are the first solutions to enable multi-day time lapse imaging of live cells. Nanopoint's award-winning cellTRAY device provides a microarray of etched wells on a glass substrate the size of a microscope slide and includes the capillary channels necessary for reagents and long-term life supporting fluidics. The cellTRAY was initially conceived of by Daniel O'Connell of Maui. Nanopoint's solutions are being used for research involving cellular signaling pathway mapping, RNAi targeted protein knockdowns, protein expression, cell culture and process development, apoptosis, g-protein-coupled receptors, stem cells, and more. Pricing starts at \$10,000.

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Nanopoint, Inc. is a privately-held nano-biotechnology company that is revolutionizing the study and treatment of diseases with its live cell imaging solutions. Nanopoint's cellTRAY Imaging System products have broad applications to life science research, drug discovery, and biopharmaceutical production as well as other areas where live cell analysis is important. For more information, visit the Nanopoint website at [www.nanopointimaging.com](http://www.nanopointimaging.com).

For more information about the design competition, see [www.businessweek.com](http://www.businessweek.com) and [www.idsa.org](http://www.idsa.org). For more information about Carbon Design Group, see [www.carbondesign.com](http://www.carbondesign.com).

cellTRAY is a trademark of Nanopoint, Inc.