

## FOR IMMEDIATE RELEASE



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### Rockland Immunochemicals launches new Website through Media Fusion Technologies

Boyertown, PA – (17-Apr-10) [Rockland Immunochemicals](http://www.rockland-inc.com), purveyor of [high-quality antibodies](#) and [antibody based tools](#), recently launched a new website ([www.rockland-inc.com](http://www.rockland-inc.com)) through **Media Fusion Technologies, Inc. (MFT)**.

Rockland Immunochemicals' antibodies and *Antibody Based Tools™* are designed for individuals performing Western Blotting, Immunohistochemistry (IHC), Immunofluorescence Microscopy, ELISA, FLOW Cytometry, ChIP experiments, as well as other immunodetection or immunofluorescent techniques.

Rockland Immunochemicals is tapping into a research antibody market that is currently worth around \$1.5 billion and growing at 10 percent a year. These products are used by scientists in research to develop new blockbuster drugs and diagnostic tests.

Natalie Joy Cappel, Rockland Immunochemical's CEO said, "Our web-based technology will allow scientists on a global scale to access products and data in a more user-friendly environment. This addresses our need to reach the \$1.5 billion dollar research antibody market in a more cost effective manner."

Rockland Immunochemicals, Inc. is a market leader in the development of high quality antibodies and antibody based tools. The technology base of the organization is the experience of its staff scientists in the production and purification of a wide range of antibodies through monoclonal & polyclonal antibody techniques. The sequencing of various genomes has resulted in renewed interest and significant advances in technologies in the detection and treatment of disease through specific biomarkers. Rockland Immunochemicals focus is to develop products that limit the pace of research and promote them through web-based systems.

To further enable innovative biomarker development for drug discovery, Rockland Immunochemicals offers highly customized solutions to meet basic, applied, and clinical research demands. Whether it's the generation of highly specific antibodies or the development of unique *in vitro* assay systems, Rockland Immunochemicals provides the scientific expertise and cGMP compliant manufacturing facilities necessary to support biomarker evaluation and development needs, globally.

The website was designed and programmed by MFT in the Microsoft .NET framework using Microsoft SQL Server as the database platform. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which allows the customer to control site content live time via web browser using MFT's proprietary Content Management System.

For additional information on Rockland Immunochemicals, visit [www.rockland-inc.com](http://www.rockland-inc.com) or call 800-656-ROCK (7625).

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