

FOR IMMEDIATE RELEASE

Plexon Inc Launches the New Optogenetic Stimulation System at Neuroscience 2011

DALLAS, TX – (Marketwire - November 10, 2011) – Plexon Inc, the leader in advanced, turnkey hardware and software for neurotechnology research, announces the expansion of its neuroscience research equipment into the optogenetic space with the Plexon Optogenetic Stimulation System at Neuroscience 2011. Optogenetics is a method of perturbing neural cells with specific wavelengths of light. By using a special type of gene therapy coupled with the optogenetic approach, brain researchers are able to turn certain cells on or off with a high level of specificity.

As researchers identify more applications for the innovative optogenetic techniques pioneered by labs at the Massachusetts Institute of Technology and Stanford University, they require capable commercial partners to develop the intricate systems and components. Harvey W. Wiggins, President and Founder of Plexon, commented on the new product line saying, "Plexon is always looking for ways to provide researchers with the most advanced and reliable techniques. We are excited to see not only what comes of this new product, but what advances the world will experience as a result of the researchers who utilize it."

Researchers will have the chance to check out the new Plexon Optogenetic Stimulation System, as well as the new DigiAmp™ 256 Digitizing Amplifier, at Neuroscience 2011 in booth #2309 guided by any one of the company's exceptionally experienced engineers, or maybe even by the founder himself.

About Plexon Inc

Plexon is a pioneer and leading innovator of custom, high performance data acquisition and analysis solutions specifically designed for neuroscience research. Our equipment and solutions lay the foundation for research performed around the globe in essential areas such as basic science, brain-machine interfaces (BMI), neurodegenerative diseases, addictive behaviors and neuroprosthetics. Plexon offers robust, integrated solutions for *in vivo* neurophysiology, optogenetics, video tracking and behavioral analysis, and high-density, *in vitro* microelectrode array (MEA) electrophysiology -- all backed by its industry-leading commitment to quality and customer support. www.plexon.com.