

## FOR IMMEDIATE RELEASE

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### **Plexon Inc Celebrates 30 Years in Neuroscience Research, Record Sales and a New Website**

DALLAS, TX -- (January 30, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, marks 30 years of innovation on the heels of closing its strongest year. Today's celebration unleashes bold new branding, a completely redesigned website, the company's first publication grant contest, product promotions, marketing programs and extended service hours.

Decades ago, Harvey Wiggins, Plexon's president, designed the industry's first high channel count data acquisition system to more effectively facilitate the recording and analysis of brain signals. Today, Plexon proudly serves thousands of customers in nearly 40 countries. Plexon thrived in 2012 closing double digit growth that yielded record sales. To meet increasing demand, Plexon grew its employee base by nearly 30%. Its stats are especially impressive considering the disappointing ~2% growth of the U.S. economy, and the hardly better ~4% growth of the U.S. scientific research and development market.

To punctuate its strength and long-term vision, Plexon launched a bold new look and a top tier website providing exceptionally easy-to-navigate, open access to a wealth of content. Further, Plexon is offering two rare promotions for its Offline Sorter (OFS), the most trusted offline spike sorting software cited in more than 800 publications. When purchasing OFS, researchers may choose either an extra license key (a \$2,000+ value), or special pricing (nearly a \$1,000 value).

As part of the celebration and in partnership with the *Journal of Visualized Experiments (JoVE)*, Plexon announces the first Publication Grant Contest - valued at \$4,200. Researchers are encouraged to submit abstracts about research performed using the OmniPlex<sup>®</sup> Neural Data Acquisition System. The winner's research will be peer-reviewed, published in video and text formats, and freely accessible at [www.jove.com](http://www.jove.com).

For more information, promotion details, official rules and more, visit the new [www.plexon.com](http://www.plexon.com).

#### **About Plexon Inc**

Plexon is a pioneer and leading innovator of custom, high performance data acquisition, behavior and analysis solutions specifically designed for scientific research. We collaborate with and supply thousands of customers including the most prestigious neuroscience laboratories around the globe driving new frontiers in areas including basic science, brain-machine interfaces (BMI), neurodegenerative diseases, addictive behaviors and neuroprosthetics. Plexon offers integrated solutions for *in vivo* neurophysiology, optogenetics, and behavioral research -- backed by its industry-leading commitment to quality and customer support. [www.plexon.com](http://www.plexon.com).