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FOR IMMEDIATE RELEASE

Plexon Inc Announces New Software and an SDK for the PlexStim™ Electrical Stimulator 2.0

DALLAS, TX -- (March 12, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, released today an updated version of the software as well as a new software development kit (SDK) for its PlexStim™ Electrical Stimulator 2.0 (PlexStim 2.0), Plexon's electrically isolated, individually programmable, 16 channel constant current stimulator system.

The new install includes updated drivers necessary for optimal performance. Plexon recommends that all customers operating the PlexStim 2.0 (also known as Stimulator 2.0) download this release. The new install also includes the PlexStim 2.0 SDK, which is not available separately. A Plexon SDK is a set of software development tools that allows for the creation of applications for a certain Plexon product or development platform. The PlexStim 2.0 SDK has been developed for both C++ and MATLAB®.

The development of this new SDK expands the functional possibilities of the PlexStim 2.0. Not only can it be used with Plexon's OmniPlex® Neural Data Acquisition Systems, the Multichannel Acquisition Processor (MAP) Data Acquisition System, and/or the CinePlex® Behavioral Research System, but it can now be operated more effectively with third party equipment.

This new install titled "PlexStim for Windows 7 or XP" is available online at www.plexon.com. The download is available at either of the following locations: 1) the PlexStim Electrical Stimulator 2.0 webpage, Resources tab, or 2) in the Support section of the website under Software Downloads, Product Specific, PlexStim Electrical Stimulator 2.0.

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.