

FOR IMMEDIATE RELEASE

Plexon Inc Adds New Technical Tips Column to Monthly Newsletter

DALLAS, TX -- (April 24, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the recent addition of a new technical tips column titled "Did You Know . . ." to the company's monthly newsletter, featuring topics authored by its various subject matter experts.

The Plexon newsletter was completely revamped at the end of 2012. At that time, it was rebranded, new content was addressed and it became a regular, monthly communication sharing product advancements, software releases, upcoming events and spotlighting recent publications from Plexon's customer base. Over the past 18 months, the newsletter has gained popularity with readership doubling then tripling! As a result of the escalating interest, Plexon continues to improve and expand the useful content.

One of the newest additions to the Plexon newsletter is a regular technical tips column affectionately called "Did You Know . . ." Each month there will be a new practical topic explored such as the February tip on OmniPlex[®] System channel mapping and the March tip discussing special considerations when measuring output from the high performance PlexBright[™] System. This month, the tip will focus on the CinePlex[®] Behavioral Research System and is titled: "Did You Know . . . How to Send Video Tracking Data to PL2[™]/PLX Files?"

Plexon encourages the research community to make suggestions on important topics to be covered. To do so, send an email to stacie@plexon.com. Researchers may always access previous "Did You Know . . ." columns by visiting www.plexon.com/plexon-newsletters for an archive of past newsletters.

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.