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FOR IMMEDIATE RELEASE

Plexon Inc Announces Every Two Days A New Customer Trusts Their Research to Plexon

DALLAS, TEXAS -- (January 20, 2015) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, could not be more thrilled to announce that it is serving more new customers than ever before. An analysis of fiscal year 2014's records reveals that every two days a new research laboratory turns to Plexon for its equipment needs – likely a strong factor in Plexon's exceptional 30% growth yielding the highest annual sales to date.

This time last year, Plexon enthusiastically announced that more than 120 new neuroscience labs turned to Plexon for the first time - launching the "Every three days a new lab trusts their research to Plexon equipment" metric residing on our homepage. This January we are pleased to update the count to nearly 200 additional new labs yielding an updated statistic of "Every two days . . ." and representing growth of 54% in a single year.

Although many new customers came from the United States as expected, the remainder spans an additional 25 countries – of which four of those are even new in 2014. As Plexon now serves research facilities in more than 40 nations on five continents, our products – and customers - continue to benefit from the ever growing exposure to research needs around the world. Further, this strong and diverse international business provides a protective buffer helping the company withstand local economic fluctuations from year to year.

"We are grateful to all of the new labs that are giving us a chance for the first time, and we truly appreciate those who have allowed us to serve them time and time again over the years," shares Plexon's President, Harvey W. Wiggins. "We could not be happier knowing that so many more researchers around the world trust us with their most important experiments."

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.