

Media Inquiries Contact:

Robin Hogen
WeissComm Global Partners
rhogen@wcpglobal.com
+1 212-301-7177

Grace Baynes
Nature Publishing Group
g.baynes@nature.com
+44 (20) 7014-4063

BioCentury and Nature Publishing Group Announce Joint Publishing Agreement

*New products and services will identify and evaluate scientific research
offering the greatest potential for translation into new medicines*

London – December 4, 2007 – Nature Publishing Group and BioCentury Publications, Inc. today announced a joint publishing agreement that will leverage the business intelligence of BioCentury and the scientific acumen of Nature Publishing Group (NPG). Under the agreement, the two companies will create new products and services that will improve the efficiency and speed with which innovative life science research is translated into commercial value by the biotechnology and pharmaceutical industries.

NPG and BioCentury announced the groundbreaking agreement today in conjunction with the start of the Online Information 2007 conference, a premier international gathering of information industry professionals taking place in London this week.

The biopharmaceutical industry and its investors are inundated with complex scientific papers describing the latest discoveries each week. According to MEDLINE®, the U.S. National Library of Medicine's® premier bibliographic database of references to articles in life sciences, over 600,000 articles were added to the database in 2006 alone – an average of almost 12,000 new articles every week.

This outpouring of data can overwhelm even the most sophisticated knowledge management systems, not to mention the resources of venture capital and biopharma business development teams. As a result, the commercial and investment potential of disruptive, novel science can be overlooked, so that investment opportunities are lost and emerging competition is unseen.

“Understanding the business context and commercial relevance of new science is the key to lowering investment risk and stimulating industry innovation,” said David Flores, Co-Founder, President and CEO of BioCentury. “There is an urgent need to translate early stage research into new medicines and tools for drug discovery, and this collaboration will help academia, the biopharma industry and investors bridge this divide.”

The BioCentury and NPG enterprise will help distill the flood of complex scientific papers by filtering and analyzing key findings within the most up to-date scientific and business context. It will provide indispensable resources for biotechnology and pharmaceutical executives, business development specialists, drug discovery and development teams, venture capitalists and other investment professionals who wish to identify new projects and potential new partners, find enabling technology and scan their environment for disruptive competitive advances.

“The first fruits of this agreement will be available early next year and will provide a single, authoritative, objective and reliable information resource that reports on high impact science in a business context,” said Peter Collins, Ph.D., Publishing Director for Nature Publishing Group.

“If your next strategic or investment decision depends on understanding the scientific and business context of cutting edge science and technology, then you need a trusted source of information. BioCentury and Nature Publishing Group are the trusted authorities in our respective areas of expertise and know that together we can create compelling new products and services that will bring added value in this space,” Dr. Collins added.

About The Joint Publishing Agreement

The publishing agreement brings together the trusted biopharmaceutical business intelligence of BioCentury and the scientific acumen of Nature Publishing Group, home of the flagship science journal *Nature*. A joint editorial and research team, under the direction of Karen Bernstein, Ph.D., Co-Founder, Chairman and Editor-in-Chief of BioCentury, will combine the core skills and editorial integrity of both BioCentury and NPG.

This team will evaluate high impact peer-reviewed scientific articles each week and pick the most commercially relevant findings that merit deeper analysis. This multidisciplinary approach will provide scientific context, identify potential commercial impact and describe the next steps required to translate the newest developments in the lab into innovative healthcare solutions. The editorial team will be supported by unmatched in-house databases containing information on thousands of public and private biopharma companies, compounds and financial transactions.

About BioCentury – Because Real Intelligence is Hard to Find™

BioCentury Publications, Inc., based in San Carlos, Calif., provides essential biopharma intelligence from five offices in the U.S. and Europe. Over the past 15 years, a global audience of biotech and pharmaceutical executives and investors has benefitted from BioCentury’s deep knowledge, data-driven analysis, independent perspective and trustworthy content available through the company’s publications, online databases and collaborative industry conferences.

With the signing of the joint publishing agreement with NPG, BioCentury will provide even deeper analysis and data across the entire biopharma value chain from research through commercialization. The company recently launched its **BCIQ™** database to provide access to information on more than 4,000 public and private companies, 5,000 biopharma compounds and \$200 billion in financings. **BCIQ: BioCentury Online Intelligence** is just one more reason why BioCentury is *BioPharma’s Knowledge Center™*. For more information, visit www.biocentury.com.

About Nature Publishing Group

Nature Publishing Group (NPG) is dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News* and scientific career information and free job postings on *Naturejobs*.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Tokyo, Paris, Munich, Hong Kong, Melbourne, Delhi, Mexico City and Basingstoke. For more information, please go to www.nature.com.

#

BioCentury Publications, Inc.
P.O. Box 1246
San Carlos, CA 94070 USA
Tel: +1 650-595-5333
www.biocentury.com

Nature America, Inc.
75 Varick Street
New York, NY 10013
Tel: +1 212- 726-9244
www.nature.com