

SAN DIEGO, April 14, 2014—Orflo Technologies, a leading innovator in the rapidly growing cell analysis and flow cytometry markets, and White Labs, the global leader in providing the highest quality yeast and supplies to the brewing, wine making and distillery markets, today announced that they have entered into a worldwide co-marketing and distribution agreement. The collaboration is designed to offer breweries and wineries a method for significantly improving their yeast counting and viability quality control activities, one of the most critical aspects of producing high quality, reproducible beer and wine. This will be enabled through the use of a customized brewers yeast application on board an exclusive Private Label version of Orflo's Moxi Flow "Smart Flow Cytometer", uniquely powered by the combination of traditional fluorescence and Coulter Principle based flow cytometry detection modes. Now for the first time brewers can instantly count yeast and assess viability with gold standard precision and accuracy. This in turn will lead to significant efficiency and cost savings through enabling brewers to avoid costly quality lapses due to improper yeast counts.

"We are pleased to partner with White Labs, the go-to name in the craft brewing industry, to provide a unique solution that combines state of the art instrumentation directly to White Labs loyal customer-base," said Don O'Neil, Orflo's Senior Vice President of Sales and Strategic Partnerships. "Strategically this will enable Orflo to reach and deeply penetrate one of the fastest growing applied markets, the craft brewing industry, through the brand leader supplying and marketing to this customer segment, White Labs."

Orflo has a very simple mission and that is to increase the pace of discovery and this lines up perfectly with the impact the Moxi Flow will have in the Craft Brewing and Wine segments. The Moxi Flow is ideal for enabling rapid experimentation that in turn will enable brewers to rapidly launch new and unique products.

"We are delighted to partner with Orflo, the leading innovator in cell microbiology analysis solutions and welcome the opportunity to educate our customers about the advantages of implementing the Moxi Flow in their daily brewing activities," said Troels Prah, Head of Research and Development of White Labs.

Further terms of the agreement were not disclosed.

To learn more about the Moxi Flow and White Labs line of yeast and fermentation products, visit White Labs booths at the 2014 Craft Brewers Conference & BrewExpo America in Denver Colorado, April 8-11, 2014.

#### **About Orflo**

Orflo Technologies is a life sciences company developing and marketing revolutionary instrumentation to the cell analysis industries. At the core of Orflo's instrumentation is a patent protected disposable, micro-fluidic, electronic optic flow cell. Through the unique combination of impedance (Coulter Principle) and fluorescence based flow Cytometry detection modes Orflo's instruments provide a powerful unique window to cell analysis by directly measuring fluorescence and cell volume simultaneously. This coupled with the industry leading ease of use, affordability, elimination of all fluidics and maintenance will enable a significant increase in the pace of experimentation, testing and ultimately discovery. For more information, please visit [www.orflo.com](http://www.orflo.com)

**About White Labs**

Founded in 1995, White Labs, a privately held company, is headquartered in San Diego, California and conducts business in more than 30 countries around the world. White Labs delivers pure yeast, fermentation products, services, analysis and education to help professionals and enthusiasts alike craft the best beer, wine and spirits possible. White Labs continually raises the bar in the art of fermentation as the company stretches the limits of science to set new standards in purity and freshness. For more information on White Labs, please visit [www.whitelabs.com](http://www.whitelabs.com).