



November 21, 2011

Dear Customer,

I want to update you on some exciting developments at ATCC and let you know about an upcoming change to the way we support bioresearch. For 86 years, ATCC has been your trusted source for biological materials, from cell lines to microbial strains, viruses to tissue culture media and practices. Since joining ATCC this past April, I have placed a priority on increasing the scientific capability of ATCC to deliver innovative solutions relevant to your research. At the same time, we are working to revise some of our policies and procedures to accommodate the collaborative nature of modern science.

Early next year, our Material Transfer Agreement (MTA) will be revamped to enable transfer of materials like transfected cell lines and genomic DNA while eliminating hassles such as transfer fees. We will also include ADME/Tox and drug screening activities within the research use field, such that it will no longer require a separate license to conduct this type of work using ATCC Materials.

In addition, we recognize that the biological material you choose to deposit with ATCC is valuable, and we want to provide a path for you to participate in the financial success of deposited materials. For the first time in the history of ATCC, investigator institutions will receive a passive royalty stream if the deposited material attains commercial success.

This year, we started adding considerably more data – such as genotypic and functional information – to the most popular materials in our collection; that will be a continued emphasis in 2012. Many customers asked us to make Certificates of Analysis (CoAs) available on our website; we will do that as well in 2012. We are also investing in innovative packaging solutions to anticipate your needs. For example, we are exploring the option of offering two vials of certain cultures at a significant discount, to provide a “backup stock”.

All of these changes and investments at ATCC are consistent with our non-profit mission: to deliver more value to you and your research. Correspondingly, we will be altering our pricing structure next year to reflect this added freedom of use around ATCC materials. We will create a for-profit pricing tier and a not-for-profit pricing tier, with only marginal changes in the current not-for-profit institutional list price. We welcome your comments as we roll out these changes, and I thank you for your continued patronage with ATCC.

A handwritten signature in black ink, reading "Brian A. Pollok".

Brian A. Pollok, Ph.D.  
President, ATCC