

PlatformQ and LabRoots Announce BioConference Live, Online Conference for the Life Science Research and Laboratory Sciences Community

First of its Kind Virtual Event for Research Scientists, Engineers and Professionals Slated for Tuesday through Thursday November 17-19

BOSTON, Tuesday May 26, 2009—PlatformQ (<http://www.PlatformQ.com>), a digital media company that produces online events for the healthcare, education and energy markets, and LabRoots (<http://www.Labroots.com>), a free social networking site that enables scientists, engineers, and other technical professionals to connect, collaborate with, and learn from each other, today announced a partnership to stage BioConference Live (<http://www.BioConferenceLive.com>), a first of its kind online-only conference for the life sciences community. BioConference Live, will take place Tuesday to Thursday November 17-19 and will feature live video keynote presentations from life science thought leaders where attendees can have their question answered by presenters in real time. In addition, BioConference Live will feature case studies in biotechnology, neuroscience, genetics, cell biology, cancer research, analytical chemistry, and lab automation, as well as a virtual exhibit hall featuring poster sessions where researchers will present and discuss their latest work.

“Our mission is to enable scientists to connect with each other and foster meaningful collaborations across geographic boundaries and fields of expertise,” said Greg Cruikshank, CEO, President and Founder of LabRoots. “PlatformQ is the premier provider of virtual events, so it is natural that we would work together to create a live online event for our community of scientists.”

“We are excited to leverage our digital media expertise to produce BioConference Live in collaboration with LabRoots,” said Robert Rosenbloom, CEO of PlatformQ. “The LabRoots community of scientists and academics is at ease interacting online. Bioconference Live will extend the experience of the social network with a live digital event, featuring streaming video presentations, live chat and a virtual exhibit floor.”

BioConference Live makes it easier and more cost-effective than ever before for scientists and academicians to come together online, transcending time and distance. Researchers can extend their reach and garner feedback on their work, from the ease of any computer. Marketers will be able to interact with a targeted audience of prospective buyers from around the globe in real time, while leveraging a next-generation, ROI-based platform for lead generation, branding and sales.

To learn more about presenting, contact Abstracts@BioConferenceLive.com or call (714) 269-2986. To sponsor BioConference Live, contact Sponsors@BioConferenceLive.com or call (714) 926-6384.

About PlatformQ

PlatformQ is a digital media company producing digital events in the education, energy and healthcare markets. PlatformQ connects people, organizations and associations worldwide, enabling them to meet, interact and learn from leading experts and thought leaders at online events. Virtual events

produced by PlatformQ offer great access to content, real-time networking, interactivity, global reach, and efficient use of time and resources for attendees. PlatformQ events provide marketers with a measurable, targeted, and contextual environment for promoting products and services.

About LabRoots

LabRoots is a social utility designed to network the professional scientific community based on individual scientific experience, discipline, and aptitude. LabRoots is relevant for all scientists including those within the fields of Life Science, Clinical Science, Health Science, Medical Science, Environmental Science, Earth Science, Space Science Chemistry, Physics, Mathematics, Engineering and Computer Science. More information can be found at www.LabRoots.com.

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