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Pubget and Agilent Technologies Formally Launch Advanced Materials and Methods Advertising Platform

Cambridge, MA January 28, 2010 – Pubget, the search engine for journal PDFs, today announced the most advanced contextual ad platform in life science. Pubget's ServiceAds highlight brands that appear in the materials and methods section of research papers, capturing scientists' attention at the instant they plan new research. Agilent Technologies supported development of the platform and is the system's first advertiser. Agilent is joined by other innovative advertisers, including two to-be-named reagent vendors and research conference organizer Keystone Symposia.

The ad platform improves traditional advertising for the unique characteristics of life science and medicine. Using Pubget's cloud-based search infrastructure, the platform displays contextually-matched ads alongside the brands and protocols mentioned in research papers.

For scientists and doctors, the high degree of contextual relevancy results in ads that blur the line between promotion and service. "We spent a lot of time thinking about scientist workflow when we built the platform," said Ramy Arnaout, Pubget's Chairman and CEO. "Although ads deliver material value to sponsors, they fit quite well with the typical research process where users want to learn more about the materials used in published results."

Because of the contextual relevancy and fit with researcher workflow, ServiceAds introduce a new level of value for brands. ServiceAds deliver thousands of impressions per day at the point of lab or prescriptive purchase decisions. "In Pubget's platform, Agilent saw the opportunity to communicate with lab decision makers at the instant they are planning ground-breaking research—while they're reading papers," says Carolyn Reifsnnyder, eContent & Solutions Manager of Life Science and Chemical Analysis Marketing for Agilent.

About Pubget:

Pubget is a search platform for life science PDFs. Pubget's core product, at pubget.com, solves the problem of full-text document access in life science research. Instead of search results linking to papers, the search results are the papers. Once you find the papers you want, you can save, manage and share them—all online. For more info email team@pubget.com.

About Agilent Technologies:

Agilent Technologies Inc. (NYSE: A) is the world's premier measurement company and a technology leader in communications, electronics, life sciences and chemical analysis. The company's 17,000 employees serve customers in more than 110 countries. Agilent had net revenues of \$4.5 billion in fiscal 2009. Information about Agilent is available on the Web at www.agilent.com.