

July 2015

Dear Valued Customer,

Customers always come first at Thermo Fisher Scientific. As the world leader in serving science, we continually evolve to address customer feedback and make it easier to do business with us. To that end, we are simplifying our brand architecture to provide greater clarity to our customers, which includes retiring the Life Technologies brand name and logo.

**Rest assured that there are no changes to our products or how you do business with us; however, you may notice some updates to our branding and website:**

- **In late July, we will begin to update the logos on our shipping materials, product packaging, documentation and websites; there are no changes to our products.**
- **On August 14, the lifetechnologies.com web address will switch to thermofisher.com; you will notice a new look and feel but have the same login, features and functionality.**

Our value to you lies in the well-respected brands you know and trust as well as the choice afforded by one of the most innovative life sciences portfolios in the industry. That is not changing. The Applied Biosystems™, Invitrogen™, Gibco™ and Ion Torrent™ brands are now Thermo Fisher Scientific brands within the life sciences product portfolio, alongside the Thermo Scientific™ brand. The Molecular Probes™, Novex™ and Ambion™ brands have become product line names under the Invitrogen brand. Here's a preview of how our life sciences brands and logos will come together.

### Life Sciences Portfolio

				
Bioproduction, molecular biology, protein biology, and high-content analysis	Integrated systems for sequencing, real-time, digital, and endpoint PCR	Cell and molecular biology technologies	Media, supplements, cells, and reagents	Sequencing technology powered by semiconductor chips
<b>Popular product lines:</b> Phusion™ FastDigest™ GeneRuler™ SuperSignal™ Slide-A-Lyzer™ HyPerforma™	<b>Popular product lines:</b> QuantStudio™ TaqMan™ SYBR™ ProFlex™ SOLiD™	<b>Popular product lines:</b> Molecular Probes™ Novex™ Ambion™ TOPO™ SuperScript™ Lipofectamine™ E-Gel™ Dynabeads™	<b>Popular product lines:</b> GlutaMAX™ B-27™ TrypLE™ KnockOut™ Neurobasal™ Advanced™ FluoroBrite™	<b>Popular product lines:</b> Ion AmpliSeq™ Ion Proton™ Ion PGM™ Ion Reporter™ Ion Chef™

A high-level summary of the changes we'll be making – and what stays the same – as a result of this brand transition follows at the end of this letter. *Keep in mind no action is required on your part.* For additional information and frequently asked questions, visit [lifetechnologies.com/newlook](http://lifetechnologies.com/newlook).

Seamlessly improving your customer experience remains our top priority. While we streamline our brand strategy and refresh our packaging, you can expect the same high-quality products developed, manufactured and supported by 50,000 employees focused on your success. You can also continue to count on our commitment to innovation and product leadership and our focus on providing the best service and support for all our customers.

As your life science partner of choice, we thank you for your continued business.

Sincerely,



Mark Stevenson  
Executive Vice President  
President, Life Sciences Solutions

Below is a summary of changes – and what stays the same – as a result of our brand transition.

### **What's Not Changing**

**This brand transition does not change:**

- Our products
- Our catalog numbers
- Our manufacturing
- Our formulations
- Our legal entities
- Our online product offerings
- Our website functionality
- Your website login
- Your order process
- Your purchase orders
- Your invoice
- Your pricing
- Your packing slips
- Your shipping or delivery times

*There is no change to how you do business with us as your vendor...  
So you can be confident that we will continue serving your life science needs*

### **Where You'll See New Branding**

**You will begin to see new logos on:**

- Product packaging
- Shipping boxes
- Documentation and literature
- Certificates of Analysis
- Material Safety Data Sheets
- Marketing materials & advertising

*Same great products ... Fresh new look*

### **Your Online Experience**

**You will notice two website updates:**

- Fresh look and feel
- New web address ([thermofisher.com](http://thermofisher.com))

*Same great products ... Same great features ... Same login*

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