

June 19, 2017

**Subject: Brand change for pharmaceutical analytics products**

Dear Valued Customer,

In the coming year, we will be updating our branding on packaging, certificates of analysis, safety data sheets, collateral and our website. Based on customer feedback, this change is being made to add clarity and will not impact the form, fit or function of our pharmaceutical analytics products or how you conduct business with us. Below offers detailed information concerning these updates and timelines for the upcoming changes.

**What's not changing**

- Our products
- Our catalog numbers
- Our manufacturing process
- Our manufacturing QC specs
- Our legal entities
- Our online product offerings
- Our website functionality
- Our formulations
- Your website login
- Your order process
- Your purchase orders
- Your invoices
- Your pricing
- Your packing slips
- Your shipping or delivery items
- Your services and support contacts

**Where you'll see new branding**

Starting in December 2017, our pharmaceutical analytics product packaging, labels, and supporting documentation will begin to switch to from "Applied Biosystems by Life Technologies" to "Applied Biosystems by Thermo Fisher Scientific."

**You will begin to see the new Applied Biosystems by Thermo Fisher Scientific logo on:**

- Product packaging and labeling
- Shipping boxes
- Documentation and literature
- Collateral and website

**The Pharmaceutical Analytics product portfolio includes:**

- MicroSEQ™ Rapid Microbial Identification System
- MycoSEQ™ Mycoplasma Detection System
- ViralSEQ™ Viral Detection System (MMV and Vesivirus)
- GlycanAssure™ Glycan Analysis and Quantitation System
- ProteinSEQ™ Protein Quantitation System (HCP and Protein A)
- resDNASEQ™ Host Cell Residual DNA Quantitation Systems
- PrepSEQ™ Nucleic Acid Extraction Systems

Please visit [www.thermofisher.com/PALogochanges](http://www.thermofisher.com/PALogochanges) for up-to-date information including images of the new logo and the full list of SKU's impacted.

For your convenience, we have created a web page with the full details and real-time updates of the brand change. This website will give you a list of the changes, example labels, as well as an FAQ section with the goal of answering all your questions regarding these changes.

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

Please visit [www.thermofisher.com/PALogochanges](http://www.thermofisher.com/PALogochanges) frequently for the most current information or contact us at [analyticspmo@thermofisher.com](mailto:analyticspmo@thermofisher.com).

You have been, and remain, a valued and important customer. We greatly appreciate your business and look forward to continuing to serve you with an even more compelling offering of products, technologies and services.

Sincerely,



**Mike Brewer**  
Director, Pharma Analytics  
Thermo Fisher Scientific