

Cellomics, Inc. Announces Appointment of Business Development Executive

Pittsburgh, PA (June 24, 2004) . -- Cellomics, Inc., the creator of and market leader in High Content Screening (HCS), is pleased to announce the appointment of William T. Sharp as Vice President, Business Development. Mr. Sharp joins Cellomics with more than twenty years of industry experience in business development, sales, marketing, and general management. Most recently, he was Vice President of Business Development with Genra Systems, a privately held provider of nucleic acid purification instruments and chemistries. Prior to Genra, Mr. Sharp spent more than six years with Life Technologies (Invitrogen) where he had worldwide management responsibility for the company's \$200 million molecular biology business as well as new business initiatives in sample preparation, bioinformatics, and amplification-related technologies. Mr. Sharp's extensive experience also includes a number of years with Heraeus Instruments and Baxter Healthcare.

"Bill is a terrific addition to Cellomics," stated Daniel J. Calvo, Cellomics' President and CEO. "His experience and background will accelerate our business development initiatives in licensing and reagents. Bill brings tremendous commercial and operational capabilities which will help drive Cellomics into our next phase of growth."

"I am pleased to join Cellomics and look forward to leading the company's efforts in making our enabling and proprietary HCS technologies broadly available to the life sciences community through a variety of licensing, collaborative development, distribution and related business transactions with others practicing "cellomics", a field the company pioneered," remarked Sharp. "In making our HCS intellectual property widely available through licensing arrangements similar to those announced earlier this week with GE Healthcare, we believe HCS will have a significant impact in all stages of early drug discovery, systems biology, academic research and biotechnology."

About Cellomics

Cellomics, Inc. is automating drug discovery through a unique, cell-based assay platform that addresses the needs of Drug Discovery and Systems Biology groups by offering complete systems for High Content Screening (HCS). The platform includes HCS instrumentation (both fixed end-point and kinetic systems), informatics, cellular image analysis software (BioApplications), fluorescent reagents, kits, cell lines, and multiparametric assays. When applied to early drug discovery, this platform is proving to reduce the 'idea-to-discovery' cycle time in drug discovery, while increasing the probability of the therapeutic success of leads as well as enhancing throughput in systems biology and basic research. Cellomics' proprietary platforms, including the ArrayScan® and KineticScan® HCS Readers, along with the vHCS(tm) Discovery Toolbox software and BioApplications, are

in use at multiple sites within all of the top fifteen pharmaceutical companies, as well as leading pharmaceutical and biotechnology companies and academic centers globally. For further information about Cellomics, please visit <**Error! Hyperlink reference not valid.**>

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