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**BIOTECHNOLOGY COUNCIL OF NEW JERSEY (BCNJ) BECOMES BIONJ
REFLECTING MAJOR ORGANIZATIONAL GROWTH
AND ALIGNMENT WITH NATIONAL ORGANIZATION, BIO**

TRENTON, NJ, September 26, 2007 — Citing the continuing growth of the biotechnology industry in New Jersey and its faith in its future, the Biotechnology Council of New Jersey (BCNJ) today announced a new name and identity that will better reflect the mission and future direction of the 220-member organization.

Effective immediately, BCNJ will be known as **BioNJ**. Accompanying the new name is a new logo, which depicts a DNA chain within the outline of the State of New Jersey, and accompanying tagline summarizing the guiding principle of the organization, *Advancing the State of Biotechnology*.

Consistent with the change to **BioNJ**, the new Web site address for the organization is now www.BioNJ.org. The new logo and tagline are available for download at <http://www.biotechnj.com//BioNJlogo.gif>.

“When this organization was founded in 1994, the biotechnology industry was still in its earliest phases. There were fewer than 50 companies in New Jersey, and the vast majority would be considered start-ups,” said **BioNJ** President Debbie Hart, who helped found BCNJ with several concerned biotechnology CEOs.

“Today, however, there are more than 235 biotech companies in New Jersey ranging from companies like Celgene Corporation and Genmab with market caps in the billions of dollars to companies that are just starting out. In keeping with this evolution, we sought to change the organization’s name to **BioNJ** to better represent the current and future direction of the biotech industry in New Jersey,” Hart said.

Already considered the world's "medicine chest" because of the traditionally strong presence of pharmaceutical companies in the State, New Jersey is also increasingly known as a "hot bed" for biotechnology. A report issued earlier this year by **BioNJ** and Deloitte & Touche USA LLP, recognized the significant contributions New Jersey's biotechnology industry made to the State's economy, with the number of employees working directly for biotechnology companies increasing 28 percent to more than 10,000 in 2006 from 7,800 in 2003. The report also estimated the total impact of the State's biotechnology industry to be in excess of \$1.7 billion in income to State residents.

In 2006, the respected Web-based industry publication, *FierceBiotech*, also recognized New Jersey's growing prominence in biotechnology when it selected New Jersey as one of the world's top hot spots for biotech. Also in 2006, **BioNJ** released the results of *New Jersey...A Thriving Biotechnology Cluster*, an industry survey conducted by Ernst & Young that reported the number of biotechnology companies located in New Jersey nearly doubled to 226 between 2003 and 2006.

Cytogen Corporation President and Chief Executive Officer Michael Becker, who also serves as the Chairman of **BioNJ**, led the name change initiative.

"We believe the name change to **BioNJ** provides stronger positioning for our organization within the State, nationally and internationally," said Becker. "Our new branding reflects the substantial growth of **BioNJ** since its founding in 1994 to become the one and only organization in the State solely devoted to the interests of biotechnology-driven enterprises, while more closely aligning **BioNJ** with our national trade group, the Biotechnology Industry Organization (BIO)."

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Commenting on the initiative, Jim Greenwood, President and CEO of BIO, said, “Since its inception, New Jersey’s state organization has played a significant role in the advancement of biotechnology not only in New Jersey, but on a national and international level as well. **BioNJ** is built upon a strong foundation that will serve New Jersey and our national organization well into the future.”

Founded in 1994 by New Jersey biotechnology industry CEOs, **BioNJ** serves as the voice of biotechnology companies located in New Jersey, seeks to advance their economic growth and development and works to encourage new and established companies from around the world to locate to New Jersey. **BioNJ** represents companies engaged in biopharmaceutical, biomedical, bioagricultural and bioremedial endeavors.

Hart and Becker emphasized that the organization remains singularly focused on the growth and prosperity of New Jersey's rapidly expanding biotechnology cluster and that the goals and objectives of **BioNJ** will continue to flow from its mission statement:

- To formulate and advocate policy positions to elected State and Federal representatives and other government officials.
- To acquire and coordinate resources and provide services to members regarding issues critical to building successful biotechnology enterprises.
- To enhance awareness and appreciation of New Jersey's biotechnology industry.

New Logo Places NJ at Biotech Epicenter

To help convey the new identity, the organization worked with Gil Roessner, the Creative Director of Roessner & Co. Graphic Design in Basking Ridge, to design a new logo and select a tagline that would capture the essence of **BioNJ**.

Working together, Roessner and the **BioNJ** staff developed various concepts that linked New Jersey and the elements that signify biotech research.

"We created a number of preliminary designs using the DNA double helix then refined them further until it started to take on the shape of New Jersey. It was literally a natural evolution," said Roessner.

"The name, **BioNJ**, the new logo coupled with the tagline – *Advancing the State of Biotechnology* – all come together to create a powerful image with the double meaning of both underscoring the advocacy mission of **BioNJ** as well as affirming New Jersey's position within the biotechnology industry as one of the premier centers for biotechnology in the world," Roessner said.

"The new symbol and the motto created a brand for **BioNJ** that not only helps promote the organization, but also affirms the State of New Jersey as a center of the biotechnology industry," said Roessner.

About BioNJ

BioNJ (formerly The Biotechnology Council of New Jersey) was founded in 1994 by New Jersey biotechnology industry CEOs to serve as the voice of and advocate for the biotechnology industry in New Jersey. With more than 220 member companies, **BioNJ** is singularly focused on the growth and prosperity of New Jersey's rapidly expanding biotechnology cluster. For more information, visit the **BioNJ** Web site at www.bionj.org.

About BIO

BIO represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and 31 other nations. BIO members are involved in the research and development of healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the annual BIO International Convention, the global event for biotechnology. www.bio.org