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**BioInformant Launches Three New Email Marketing Lists for Life Science Suppliers**

*BioInformant launches three new email marketing lists for life science suppliers, including contacts lists for: Gene Therapy Researchers, Cancer Researchers, and Stem Cell Researchers.*

**/24-7PressRelease/** - Arlington, VA, August 04, 2008 - BioInformant launches three new email marketing lists for life science suppliers, including contacts lists for: Gene Therapy Researchers, Cancer Researchers, and Stem Cell Researchers.

As a technology company, BioInformant generates unique, targeted lists of prospects based on research focus, site of research, geographic region, or custom criteria set by clients. Life science companies that distribute research supplies, such as kits, antibodies, reagents, and software systems, can use these lists to contact their target audiences of researchers.

While other companies distribute email lists that are sold to hundreds of customers, causing prospects on their lists to become de-sensitized to email marketing, BioInformant uses a proprietary technology to produce unique email marketing lists on a regular, rolling basis. This allows clients to reach open-minded and receptive customer groups every time they send out a new bulk email campaign.

To create its email lists, BioInformant uses keyword-focused screening to identify researchers working in specific areas. This allows life science suppliers to market their products to researchers who are interested in hearing about them, producing a high return on investment (ROI). For clients with unique needs, BioInformant can also use its technology to generate low-cost, custom email lists.

BioInformant is so confident in the quality of its targeted email lists that it backs them with 60-day money back guarantee. To view BioInformant's new email marketing lists, visit [www.bioinformant.com/targeted-email-lists.html](http://www.bioinformant.com/targeted-email-lists.html), or contact BioInformant at [info@bioinformant.com](mailto:info@bioinformant.com).

About BioInformant

As one of the first firms to recognize how the Web transformed business decision-making, BioInformant ([www.bioinformant.com](http://www.bioinformant.com)) specializes in designing technology to extract information from the internet. BioInformant has been providing highly targeted life science email lists to the biotechnology and pharmaceutical sector since 2002. Our clients include leading life science suppliers, contract research organizations and publishers.