



THE GLOBAL LEADER IN GMO IDENTIFICATION

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FOR IMMEDIATE RELEASE

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**NEW GENETIC ID FAST-ID® EXTRACTION KIT AIDS GMO
DETECTION OF PROCESSED FOODS**

Allows for extraction of pure DNA from a variety of processed food products.

(Fairfield, Iowa, November 1, 2007). The Fast ID food and genomic DNA extraction kits, using state of the art technology, provides a streamlined and cost effective process that yields exceptionally pure DNA from a wide variety of agricultural and complex food products. Using proprietary formulas of reagents and unique binding columns, Fast ID will produce significantly higher quality PCR efficiency in less time, compared to other leading brands.

The Fast ID® DNA Extraction Kit is designed to provide high yields of exceptionally pure DNA from a wide variety of processed agricultural and food products.

Enhances PCR analysis

The extracted and purified DNA is suitable for any molecular biology procedure, such as PCR (Polymerase Chain Reaction) amplification, restriction digestion, cloning, sequencing, etc....With a faster process and purer quality DNA extraction, Fast ID will enhance the accuracy of your analysis, and will greatly reduce the need for repeat and redundant testing. This will save your lab technician's valuable time and save your company money.

Simple, easy protocol

The Fast ID DNA Extraction Kit offers an easy and simple protocol. Samples are first ground and then exposed to a lysis buffer, along with a binding buffer. The DNA binds to a silica-based membrane in the binding column. After washing the DNA bound membrane, the purified DNA is extracted and ready for further PCR analysis.

Extracts DNA from a wide variety of foods

The Fast ID DNA Extraction Kit provides high yields of pure DNA from a wide variety of highly processed food and feed products containing corn or soy ingredients. These include food colorings, flavorings and seasonings, meals, grits, masa, protein isolates and concentrates, flakes, germs, bran, snack chips, tortillas, pasta, lecithin, soy milk, and food supplements.

Other special features of the Fast ID DNA Extraction Kit include the following:

- Allows for both qualitative analysis with PCR amplification and quantitative Real-time PCR amplification.
- Contains powerful denaturants and reagents that are specifically designed to prevent DNA degradation and remove contaminants.
- Provides specific variations for extracting DNA from different sample types in order to maximize yield, concentration, and quality of extracted DNA.

Global leader in GMO testing

Genetic ID developed the Fast ID DNA Extraction Kit based on its more than 10 years' experience in GMO detection. The company's DNA-based technology detects all commercialized GMOs and precisely detects and quantifies GM material in a wide range of raw crops and processed foods. Genetic ID's method has been proven on tens of thousands of samples for major food and agricultural companies worldwide.

For more information about Genetic ID's Fast ID DNA Extraction Kit, please visit our website www.fastiddna.com or contact us in the United States at +1-641-472-9979, email: fastid.sales@genetic-id.com

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