



For Immediate Release:

Hardy Diagnostics Hires New R&D Manager

***Christopher Crowe, Ph.D., Introduces
Newer Molecular Biology Techniques***



Christopher Crowe, Ph.D., Research and Development Manager at Hardy Diagnostics.
Photo by Teresa Ishiki.

Santa Maria, California; August 1, 2010 – Hardy Diagnostics recently welcomed Christopher Crowe, Ph.D., as their new Research and Development Manager. Dr. Crowe leads the Research and Development team in developing new and exciting products for the diagnostic laboratory. Recently he was involved in launching a new product line for the molecular biology market known as CulGenex™.

In addition, Dr. Crowe is expanding Hardy Diagnostics' line of chromogenic media, which detects bacteria quickly and easily due to a color change produced by the organisms after coming into contact with the culture media. Examples of microorganisms detected using chromogenic media are *Salmonella*, *Streptococcus*, *Staphylococcus*, and *Listeria*.

Jay Hardy, President of Hardy Diagnostics, commented, "We are pleased to have Dr. Crowe join our team. His vast knowledge of molecular biology techniques will accelerate our entry into new molecular markets, which has been a major goal for our company. Up to now we have only been involved with the more traditional methods used in microbiology."

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Before relocating to the Central Coast, Dr. Crowe earned his Ph.D. in Immunology from the University of Pittsburgh.

ABOUT HARDY DIAGNOSTICS

Hardy Diagnostics is an FDA licensed and ISO 13485 certified manufacturer of medical devices for microbiological procedures in both clinical and industrial laboratories. Hardy Diagnostics was founded in 1980 in Santa Barbara by Jay Hardy and Robert Shibata after they completed their Medical Technology training in the laboratory at Santa Barbara Cottage Hospital.

Hardy Diagnostics manufactures over 3,000 different products for the culture and identification of bacteria and fungi. Among its offerings are products used to culture and detect pathogens commonly seen in the news such as *E. coli*, *Salmonella*, *Listeria*, MRSA, and Influenza H1N1. In addition the company manufactures reagents and media for use by molecular biology researchers. Over 6,000 laboratories are serviced by Hardy Diagnostics throughout the nation.

Today, Hardy Diagnostics employs 175 workers and maintains six distribution centers throughout the U.S. All manufacturing takes place at its headquarters in Santa Maria, California. The company also exports products to over 40 nations. The company's mission is to partner with its laboratory customers to prevent and diagnose disease. For more information, visit www.HardyDiagnostics.com.

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