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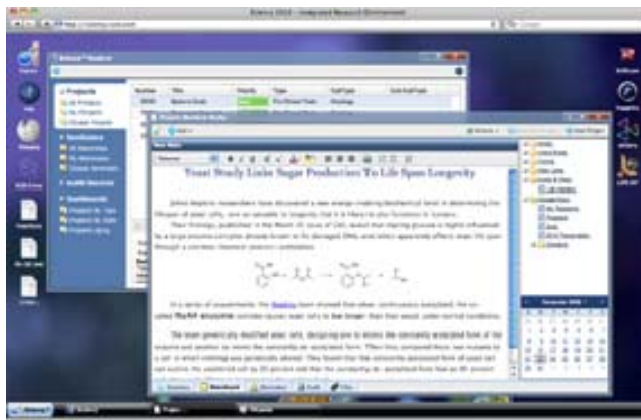
Press Release: December 08, 2009

RURO Launches Sciency® - *Secure Web-based Integrated Research Environment*

Frederick, MD, December 08, 2009 – RURO, Inc., a leading developer of innovative research productivity tools, announces the release of Sciency, new generation ELN (Electronic Lab Notebook). Beyond just "going paperless", Sciency creates scalable, integrated research environment, enabling secure data sharing, project management, and interaction with existing systems and databases. Sciency is 21 CFR Part 11 compliant for use in regulated industries, such as medical devices or pharmaceuticals.

Sciency is intuitive, multitasking web-based environment, which easily adopts new processes or changes to existing workflows without further software development. It serves as a portal into existing systems and databases, already integrated with RURO's FreezerPro® sample management and ezColony® animal management systems.

"Five minutes out of the box, Sciency can be used to work on complex distributed projects with different data types and workflows", said Doug Milliken, Sales Director at RURO, "It is great for collaboration across the lab and across the world".



Sciency allows to:

- Design studies, analyze experimental results, and generate visualizations
- Manage files and any research data
- Create custom forms, including data entry, surveys and more
- Collaborate in secure environment, being compliant with 21 CFR Part 11, GLP, ISO, and other key regulatory requirements.

For more information about Sciency, FreezerPro and ezColony, please contact RURO at 888-881-7876 or www.ruro.com.

About RURO

RURO Inc, headquartered in Frederick, Maryland, specializes in development and production of state of the art computer software to increase productivity for research, biotechnological, pharmaceutical, healthcare and government (homeland security) laboratories in the USA and worldwide, while maintaining the highest level of security, versatility, and knowledge.

RURO is a company driven to innovate. With a fervent focus on relevant and novel software technologies that address the needs of scientists, RURO strives to be the best at integrating world-class technologies and feedback from existing and potential customers into products which have no analogs on the current software market.

Products include: FreezerPro[®], allowing scientists and managers in research laboratories and pharmaceutical companies to inventory and retrieve frozen laboratory samples; ezColony[®] - comprehensive, versatile, configurable and customizable solution for managing Transgenic Facilities of any scale; and Sciency[®] Integrated Research Environment.

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