

**NEWS RELEASE - FOR IMMEDIATE RELEASE**  
**DATE: 23.04.03**

***Synbiosis Names Don Whitley Dealer of the Year  
Award Recognises Outstanding Sales and Service Performance***

Cambridge, UK: Synbiosis, a world-leading manufacturer of automated microbiological systems, is pleased to announce that it has named Don Whitley Scientific, a major distributor of products for microbiology applications, as its dealer of the year.

In recognition of this achievement, Steve Robertson, one of Don Whitley's senior management team, was presented with a stunning, etched glass trophy at an exclusive award ceremony, held recently at Newmarket's Bedford Lodge Hotel. The event was well attended with over 20 of Synbiosis's top international dealers coming from as far as Korea.

Steve Robertson, Business Development Manager at Don Whitley Scientific commented: "We were surprised but very honoured to be presented with this splendid award. It is now taking pride of place in our display case, and sits well alongside our SMART and Millennium Products awards."

Robertson continued: "Our relationship with Synbiosis has always been a two way street in terms of collaboration. Synbiosis are very good at putting our comments for product development into practise and we are equally good at marketing them. This award is especially gratifying because it recognises the massive effort everyone at Don Whitley Scientific contributes to ensuring Synbiosis's automated colony counters are supported in such a professional manner."

Simon Johns, International Product Manager for Synbiosis added: "Don Whitley Scientific has been representing Synbiosis for many years and has always given outstanding service to our customers. Therefore, of all our many wonderful dealers, Don Whitley Scientific richly deserves to take the prize this year."

**-Ends-**

**News Release**