

**NEWS RELEASE - FOR IMMEDIATE RELEASE****Date: 15.12.2011****Image Attached****-Copy Starts-****Pharma Adopts ProtoCOL Colony Counting and Zone Sizing Technology  
To Increase Quality Control Throughput and Securely Document Results**

**Cambridge, UK:** Synbiosis, a world-leading manufacturer of automated microbiological systems, is pleased to announce its innovative ProtoCOL automated zone sizing and colony counting system is being used at Saudi Arabia's leading pharmaceutical company, Jamjoom Pharma, to rapidly and accurately assess the quality of its antibiotic, pharmaceutical and nutraceutical products.

Microbiologists in the Quality Control Department at Jamjoom are using ProtoCOL to look for, and count colonies of potential contaminants including, *E.coli*, *Salmonella*, *Staphylococcus*, *Pseudomonas* and air borne fungi in their pharmaceutical and nutraceutical products. This is allowing them to continuously monitor that their aseptic manufacturing facility is operating safely under sterile conditions. They are also using the system to automatically measure inhibition zones on antibiotic susceptibility testing plates.

Dr Aamer Khatri, Senior Manager- QC at Jamjoom Pharma commented: "We are manufacturing to GMP standards and have to check between 50 -100 plates per day. This used to involve a lot of tedious plate assessments and manual zone measuring, which was very time consuming. To help speed this process up, we assessed several different automated colony counting systems."

Dr Aamer Khatri added: "We chose the ProtoCOL because the way in which the software has been written means it is quick and easy to obtain and store an image of each plate and the count or measurement data together. We have to have photographic and numerical evidence to present to the regulatory agencies such as the Saudi Food and Drug Administration (FDA) and other Ministries of Health when they audit our company and the fact the system does this, made the ProtoCOL stand out."

Martin Smith of Synbiosis stated: "We are delighted the ProtoCOL is helping microbiologists at Jamjoom Pharma to improve quality testing and speed up the release of their antibiotics. Their work shows scientists in any pharmaceutical

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# News Release

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production facility looking for automated colony counting and inhibition zone measuring which truly can be easily integrated into a GMP environment, that a ProtoCOL is the best system to trial.”

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### **Note to Editors** **About Synbiosis**

Synbiosis is a world-leading supplier of integrated imaging solutions for automatic counting and analysis of microbial colonies and zone measurement. The ProtoCOL and aCOLyte systems from Synbiosis are installed in food, pharmaceutical, environmental and research microbiology laboratories world-wide. Synbiosis uses established distribution channels to market its products internationally.

Synbiosis, founded in 1998 is a division of the Synoptics Group based in Cambridge UK. The Group's other divisions, Syncroscopy and Syngene, specialise in digital imaging solutions for microscopy and molecular biology applications respectively. Synoptics currently employs 40 people in its UK and US subsidiary operation.

### **About the Jamjoom Pharma**

Founded in 2000, Jamjoom Pharma has emerged as one of the leading pharmaceutical companies in Saudi Arabia and trades in 15 countries in the region. The strategic focus on selected therapeutic categories has contributed to the rapid growth, market acceptance and overall success of the company.

Jamjoom Pharma has invested in world class manufacturing facilities and its manufacturing facilities and Head Office are located in Jeddah, Saudi Arabia. Best in class manufacturing practices and procedures have been adopted, supported by a team of experienced professionals and a workforce of 500 employees. This has ensured that each and every Jamjoom product is comparable to the best global pharma brands in its respective category.