

*For Immediate Release*

Contact:  
Tiffany Smith  
Red Bridge Marketing  
(512) 243-6355  
[tsmith@redbridgemarketing.com](mailto:tsmith@redbridgemarketing.com)  
Fax: (212) 457-8003

### **Red Bridge Marketing Acquires LabRoots Account**

Austin, TX (January 23, 2009) – Red Bridge Marketing, a firm providing marketing solutions to companies in the life science industry, announced it will spearhead the marketing activities for the launch of LabRoots, a professional social networking site that facilitates communication between scientists. Red Bridge Marketing's objective will be to firmly establish LabRoots in the global scientific market.

LabRoots ([www.LabRoots.com](http://www.LabRoots.com)) is a social utility designed to network the professional scientific community based on individual scientific experience, discipline, and aptitude. This free, online network is comprised of scientists and engineers from around the world.

LabRoots, Inc. is Red Bridge Marketing's most recent client in a growing portfolio of customers, which include BioPortfolio, Applied Biosystems, Seralogix, Lab Armor, HumanZyme, and others.

#### **About Red Bridge Marketing**

Red Bridge Marketing is a next generation marketing firm focusing on the life sciences market and offering customized marketing solutions for each client's unique needs. Red Bridge Marketing's experts have both the scientific and marketing knowledge to present various technical offerings in a clear, easy-to-understand manner. For more information, please visit [www.redbridgemarketing.com](http://www.redbridgemarketing.com).

