

# Press Release

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**Friday 10<sup>th</sup> October: For immediate release**

## **British Company Racing To Contain Ebola**

*Media opportunities: Interviews by arrangement & hands-on experience/photos opportunity with instrument in our labs. See details below.*

High-Tech British company Primerdesign Ltd, has developed a fast and simple diagnostic test solution specific to the 2014 Ebola outbreak. With the current epidemic of Ebola virus in West Africa, Primerdesign are racing to provide an easy to use affordable solution for screening suspect Ebola patients.

*“Accurate diagnostics is essential in controlling an outbreak like Ebola. There is an urgent need for rapid testing to screen suspected patients and people travelling in and out of the region” explained Dr Jim Wicks, Managing Director of Primerdesign. “Our test is quick, affordable and easy to perform.”*

The kit detects the DNA finger print of the Ebola Virus. It means that even minute quantities of the disease can be detected in the early stages allowing for pre-emptive healthcare intervention.

Primerdesign Ltd have finished development work in the last few days and have a crucial meeting with the World Health Organisation today to discuss plans to put large numbers of these tests in to the front line in West Africa as quickly as possible.

##ENDS##

## Notes for Editors

Primerdesign is a spinoff company from the University of Southampton specialising in Real-Time PCR technology. Real-Time PCR, also known as 'qPCR' is a mature technology based on the same DNA testing technology of 'CSI' fame. Primerdesign deployed the same technology during the recent horsemeat scandal in the UK and famously developed the World's first Swine Flu detection kit in the 2009 outbreak.

We can offer:

- Phone or face-to-face interviews with Dr Rob Powell, R&D Director or Dr Jim Wicks, Managing Director
- Detailed technical information/specifications.
- Tour and photographic opportunities of laboratories

## Contact

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