



AWARENESS
TECHNOLOGY
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**AWARENESS TECHNOLOGY INC. ANNOUNCES THE OPENING OF
ITS REGIONAL SALES AND SERVICE CENTRE
IN DUBAI - UNITED ARAB EMIRATES**

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Awareness Technology, Inc, a world leader in the manufacturing of laboratory instruments (including chemistry analyzers, microplate readers, microplate washers and other related laboratory instruments) announced the opening of its new regional sales and service centre based in Dubai, United Arab Emirates.

Awareness Technology, Inc. is an ISO 13485:2003 certified manufacturer, specializing in cost-effective equipment used in clinical diagnostics (EIA and general blood chemistries), food, veterinary, environmental, industrial and other testing applications.

Awareness recently launched its new range of feature-rich products, namely the 4200 Microplate Reader and 4500 Chemistry Analyzer during the recently concluded AACC Exhibition (American Association of Clinical Chemistry) in Washington D.C., on 29 Jun 2008. These innovative products are planned to be available by end of 2008.

“In order to meet the ever growing demands of affordable and innovative health care applications across the Middle East region, while maintaining the continuous service level and improved delivery schedules for its customers and distributors, Awareness saw the need to open its branch office in Dubai”, said Mary Freeman, President and Founder of Awareness Technology, Inc.

Awareness Technology has chosen to establish its vast warehouse and administration facility in Dubai Silicon Oasis. This modern free-zone facility spread in a 7.2km area along Dubai’s ‘Emirates Road,’ near the Dubai International Airport, Jebel Ali Port and Dubai’s central business district.

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