



**12 April 2010**

**For immediate release**

## **College Hill Life Sciences wins NASDAQ 100 client Qiagen**

The Life Sciences team of College Hill – the international business communications consultancy – has won the brief to provide corporate and financial PR for NASDAQ 100-listed company QIAGEN (NASDAQ:QGEN).

A leading provider of sample and assay technologies that enable 21<sup>st</sup> century healthcare research and treatments, QIAGEN has grown organically and through acquisition into one of the most successful companies working in the molecular diagnostics and genomics “tools and technologies” space – it achieved NASDAQ 100 status in 2009 and currently has a market cap in excess of US\$5 Billion.

College Hill Life Sciences was appointed following its successful work with molecular diagnostics company DxS – acquired by QIAGEN in 2009.

The UK and US account team – which will focus in particular on targeting the US markets and raising QIAGEN's corporate leadership profile on an international basis.

Commenting on the win, Managing Partner Sue Charles said: “We are delighted to be working with QIAGEN on it's global brief to communicate how it has built itself into such a successful company – and the potential it has to make a difference to healthcare. It is especially rewarding to be recognised for our work with DxS and to be able to take our programme further under the QIAGEN corporate remit.”

QIAGEN's Thomas Theuringer, Associate Director, Public Relations said: “We were not only impressed with the work the Life Sciences team carried out with DxS, but also by its extensive and far-reaching network of contacts and excellent track record. The team's integrated transatlantic reach meets our needs perfectly and I am certain the team's breadth and depth of experience will enable them to deliver. We look forward to working with them.

In addition to the corporate and financial brief, College Hill Life Sciences retains the DxS account, leaders in personalised medicine and companion diagnostics.

**-ENDS-**

**Enquiries:**

**College Hill**  
Donna Zurcher, Managing Director

**+44 20 7457 2020**

**Notes for Editors:**

**About College Hill**

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate

public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See [www.collegehill.com](http://www.collegehill.com).

### **About College Hill Life Sciences**

College Hill's life sciences team is unique in offering specialist expertise across corporate, financial, healthcare and marketing communications with outreach programmes to media, industry, public, financial and investment communities. Our service offering covers all communications disciplines including strategic counsel, PR, IR, media relations, public affairs, internal communications, marketing, advertising, copywriting, design, research and event management. The team has established a leadership position by working in partnership with our clients to deliver high quality communications that build corporate value and promote leading edge products, technologies and services. See [www.collegehill-lifesciences.com](http://www.collegehill-lifesciences.com).