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## Invitrogen Corp. Q3 2008 Earnings Conference Call Transcript

### Question-and-Answer Session

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Thank you. [Operator Instructions]. Your first question comes from the line of Tycho Peterson with JP Morgan. Please proceed with your question.

**Tycho W. Peterson - JP Morgan**

Hi good afternoon. Wondering maybe, Greg, if you can just comment a little bit more on the VisiGen acquisition, where you see that fitting in and just competitively how you see the technology stacking up?

**Gregory T. Lucier - Chief Executive Officer**

VisiGen for Invitrogen was a relevant acquisition, because of its intellectual properties. The way that Invitrogen's program is proceeding the intellectual property of VisiGen greatly compliments the fairly large and growing intellectual property estate we have been building. That was the primary reason that we acquired VisiGen.

Second reason is that they do have some particular strength in a couple of areas of enzymology and some other areas that also complements the large and growing team we have in single molecule sequencing development. So, primarily with the intellectual property and the secondary reason was for some particular scientific strength in areas that augmented our team.

**Tycho W. Peterson - JP Morgan**

Okay. On your pricing strategy you obviously been fairly local about kind of your... the traction you have been getting. Can you just talk a little bit about what the pricing dynamic is like now, how you envision it next year and maybe what's the initial opportunity you see around ABI consumables will be in terms of pushing your pricing strategy through their portfolio?

**Gregory T. Lucier - Chief Executive Officer**

So, the first part of my answer is that again barring any changes in the economy and sensitivity around price per se, our strategy is to employ the basic pricing strategy team and techniques across the ABI portfolio. And, when we do that many times prices go down, sometimes prices go up.

And, net overall we believe that we are able get a couple of points of improvement in revenue. Now, as we look forward in the 2009, again we are going to do that overall should be very sensitive to customer situation and just to make sure that we are optimizing the value they get in that equation.

I think the great advantage of having now combined with ABI of having such a broad portfolio, is that we can have a broad spectrum of offerings, whether it would be a value menu, if you will let alone a more premium menu. And that's part of the work going on right now is to deliver value yet also deliver we think what we had said before, good incremental pricing improvements into 2009.

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