

PRESS RELEASE

12 January 2007

Marketing manager joins Don Whitley Scientific

Deborah Robinson, MA DipM MCIM has joined Don Whitley Scientific Limited as marketing manager. Don Whitley Scientific supplies equipment and services to the microbiology industry worldwide. They develop, manufacture, market and service instrumentation and associated products for the public and private sector - primarily for use in hospitals, public health laboratories and research institutions.

“This is a newly created role and Deborah has joined us at an exciting time,” commented Paul Walton, Managing Director at Don Whitley Scientific. “Building on our 30 year reputation for providing quality automated and semi-automated equipment for microbiology laboratories across the world, we are fully committed to improving and adding to our range of products. Deborah will help to streamline our marketing activity, which in turn will increase awareness of Don Whitley Scientific in microbiology and other scientific disciplines and help drive the business forward.”

Deborah has 18 years of experience in marketing. She has previously worked for Skipton Financial Services (a subsidiary of Skipton Building Society), Leeds and Bradford law firm Gordons, and Shipley lighting manufacturer Sylvania Lighting Limited. A long-standing member of the Chartered Institute of Marketing (CIM), Deborah has an MA in Marketing from Bradford and is currently undertaking the CIM E-Marketing Award.

Deborah lives in Queensbury and in her spare time helps to raise funds for the local amateur rugby league club.

-ends-

Editor's Notes

Further details can be obtained by telephoning **01274 595728** and a photograph of Deborah is available on request.

Don Whitley Scientific Limited is an independent family owned business founded by Don Whitley in 1976. It has rapidly grown to be a leading supplier of innovative equipment to the microbiology industry and a leading microbiology contract laboratory. The company now sells to both public and private sectors throughout the world from its base in Shipley, West Yorkshire.

Full details about Don Whitley Scientific Limited can be viewed at www.dwscientific.co.uk.