

**FOR IMMEDIATE RELEASE**

**BiOptix Diagnostics Receives 2010 ESPRIT Big Ideas Award**

Boulder, CO. (October 12, 2010) – BiOptix Diagnostics, Inc.

BiOptix Diagnostics, Inc. has received the 2010 Big Ideas Award at the Boulder Chamber of Commerce’s annual ESPRIT awards ceremony. The Big Ideas Award puts companies with high growth potential on the radar for investors, entrepreneurs, and the community.

Richard Whitcomb, CEO, received the award at last week’s event. He said, “The credit for BiOptix’ achievements to date goes to our outstanding engineers and scientists who have transitioned our technology from a theoretical idea to a functional reality.”

**About BiOptix**

BiOptix Diagnostics, Inc., develops and manufactures label-free molecular kinetic analysis instrumentation using patented Surface Plasmon Enhanced technology. This technology enables researchers to produce higher quality data that more accurately describes the reality of molecular interactions under study. BiOptix seeks to expand the use of label-free technology with its groundbreaking instrumentation for highly accurate and affordable kinetic analysis. Researchers benefit with the winning combination of unsurpassed accuracy, exceptional value, and superior ease of use. For more information, visit: [www.bioptix.com](http://www.bioptix.com).

For more information about this press release or about BiOptix, Inc., contact Greg Schneider at 1-303-545-5550 or [greg@bioptix.com](mailto:greg@bioptix.com).