



September 9, 2013

## C1 Single-Cell Auto Prep System Wins Prestigious Award

### Fluidigm C1 Single-Cell Auto Prep System Wins Prestigious IBO Design Award Recognized for Excellence in Analytical Instrument Industrial Design

SOUTH SAN FRANCISCO, Calif., Sept. 9, 2013 — Fluidigm Corporation's C1<sup>TM</sup> Single-Cell Auto Prep System received the top prize in the Instrument Business Outlook's (IBO) 20th Annual IBO Design Awards for excellence in industrial design. The C1 system won the Gold Award in the Analytical Instrument category.

IBO's Industrial Design Awards are presented yearly and recognize recently introduced life science products whose physical appearance and features make a distinct and valuable impression, thus communicating the product's functionality and value. The design elements of each system are integral to the product's purpose and its relationship with the user, particularly in creating an inviting and intuitive user experience.

"We are grateful to have our C1 Single-Cell Auto Prep System selected as a winner in the 20th Annual IBO Design Awards," said Candia Brown, Director, Product Marketing, Single-Cell Genomics, Fluidigm. "We believe in the symbiotic relationship between great technical capability and great design, and strived to bring both together in the C1 system. This award underscores our commitment to our customers and our goal to become the leading provider of integrated genomic solutions."

"It's an honor for IDE and Fluidigm to have the C1 system's industrial design recognized with an international industrial design award. It's a tribute to our entire C1 system design team and to Fluidigm management for setting the bar high for the system's industrial design and allowing our design team the creative latitude to meet their goals," said David Moriconi, President and CEO, IDE Incorporated.

Winners were disclosed in the August 15th issue of IBO, an industry newsletter published by Strategic Directions International, Inc., a management and marketing research firm that is a leading source of information on the market for analytical and life science instrumentation and equipment.

[2013 IBO Industrial Design Awards \(PDF\)](#)

### ABOUT IDE INC.

IDE Inc. is an award winning product design and development company based in Scotts Valley, California. IDE provides multi-disciplinary product design services to technology-based companies throughout the world. IDE's clients include many of the world's most successful and innovative companies. Visit IDE's web site at [www.ideinc.com](http://www.ideinc.com).

### About Fluidigm

Fluidigm (NASDAQ:FLDM) develops, manufactures, and markets microfluidic systems to leading academic institutions, clinical laboratories, and pharmaceutical, biotechnology, and agricultural biotechnology companies in growth markets, such as single-cell genomics, applied genotyping, and sample preparation for targeted resequencing. Fluidigm's proprietary microfluidic systems consist of instruments and consumables, including 13 different commercial IFCs for nucleic acid analysis, and three families of assay chemistries. These systems are designed to significantly simplify experimental workflow, increase throughput, and reduce costs, while providing the excellent data quality demanded by customers. Fluidigm products are provided: For Research Use Only. Not for use in diagnostic procedures.

For more information, please visit [www.fluidigm.com](http://www.fluidigm.com).

Fluidigm, the Fluidigm logo, and C1 are trademarks or registered trademarks of Fluidigm Corporation.

### USE OF FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to Fluidigm's business goals and objectives. Forward-looking statements are subject to numerous risks and uncertainties that could cause actual results to differ materially from currently anticipated results, including challenges inherent in developing, manufacturing, marketing, and selling products, and risks relating to new and developing markets. Information on these and additional risks affecting Fluidigm's business and operating results are contained in its filings with the Securities and Exchange Commission, including its most recently filed Quarterly Report on Form 10-Q for the quarter ended August 7, 2013. These forward-looking statements speak only as of the date hereof and Fluidigm disclaims any obligation to update these statements.

## Contact

Michaeline Bunting  
Senior Director, Marketing  
Fluidigm Corporation  
650 737 4190  
[michaeline.bunting@fluidigm.com](mailto:michaeline.bunting@fluidigm.com)