

FOR MORE INFORMATION:

Company Contact:

Jeffrey Potrzebowski

Chief Financial Officer

Phone: 765.497.8409

jpotrzebowski@BASinc.com

**BASi Expands Scientific Expertise with the Hiring of
Srini Jayaraman, Ph.D., Principal Investigator Discovery and
Braden M. Kemmerling, D.V.M., Attending Veterinarian for Preclinical Services**

WEST LAFAYETTE, IN – February 11, 2015 -- **Bioanalytical Systems, Inc. (NASDAQ:BASI)** today announced the addition of Srini Jayaraman, Ph.D. as Principal Investigator Discovery, and Braden M. Kemmerling D.V.M. as Attending Veterinarian Preclinical Services to the scientific team.

BASi President & CEO Jacqueline Lemke said, "These appointments represent important steps for BASi as we look to broaden our collaborative outreach and build on an already outstanding track record of supporting our clients' drug discovery and early-stage development efforts. Srini Jayaraman, Ph.D. is a neuroscientist with extensive experience, a demonstrated track record in delivering pharmacodynamic data to support preclinical discovery and adept in *In Vivo* assay and model development. Dr. Kemmerling's scientific and organizational background in the field of veterinary medicine provides BASi with additional veterinary depth and expertise for the GLP Preclinical Toxicology facility located near Evansville, Indiana. We are very pleased to have Dr. Jayaraman and Dr. Kemmerling join the BASi team."

Dr. Jayaraman, based in West Lafayette, Indiana, will lead BASi's discovery efforts reporting to James Bourdage, Vice President of Bioanalytical Operations. Dr. Jayaraman's responsibilities, among other areas, will include running studies in BASi's state of the art vivarium using the Culex[®] *in vivo* sampling system. Dr. Kemmerling, based at BASi's site near Evansville, Indiana, will be responsible for heading up the expanded veterinary department, including surgical support reporting to Philip A. Downing, Senior Director, Preclinical Services.

Srini Jayaraman Ph.D.

Dr. Srini Jayaraman has experience as a Senior and Associate Principal Scientist, In Vivo Pharmacology at Merck, USA where he led preclinical Neurochemistry efforts since 2011. Earlier, he was a Senior Scientist, Pharmacology with Schering Plough in the U.K. Prior to this, Dr. Jayaraman worked as a Scientific Officer and Project Assistant in Pharmacology for various research and testing facilities based in India. Dr. Jayaraman received his Ph.D. in Neuroscience from the University of Tuebingen, Max-Planck Research School, Germany in 2004 and

completed his postdoctoral training from the University of Bath in 2007. He received his undergraduate and postgraduate degrees in Pharmacy and Pharmacology from MGR Medical University, India in 2000.

Dr. Braden M. Kemmerling

Dr. Kemmerling earned both a BS in Animal Science and a Doctor of Veterinary Medicine degree from Purdue University in 2008 and 2012, respectively. While majoring in Animal Science at Purdue, Dr. Kemmerling worked as a veterinary assistant at the BASi GLP Preclinical Toxicology facility from 2005 to 2007. Dr. Kemmerling had been in private practice since 2012, prior to joining BASi this month.

About Bioanalytical Systems, Inc.

BASi is a pharmaceutical development company providing contract research services and monitoring instruments to the world's leading drug development companies and medical research organizations. The company focuses on developing innovative services and products that increase efficiency and reduce the cost of taking a new drug to market. Visit www.BASinc.com for more about BASi.

This release may contain forward-looking statements that are subject to risks and uncertainties including, but not limited to, risks and uncertainties related to changes in the market and demand for our products and services, the development, marketing and sales of products and services, changes in technology, industry standards and regulatory standards, and various market and operating risks detailed in the company's filings with the Securities and Exchange Commission.