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BASi Confidently Expands Business Development Force

WEST LAFAYETTE, Ind., December 2, 2010 - BASi (Bioanalytical Systems Inc.), a leader in drug development and research instrumentation, is expanding its global business development efforts. The life sciences company based in the Purdue Research Park is adding three representatives to its business development team.

“We are excited to hire these individuals who have extensive technical expertise and can provide a consultative approach to new business opportunities,” said Alberto Hidalgo, BASi Vice President for Business Development and Marketing. “The new representatives will be able to leverage BASi's reputation for strong scientific abilities, incredible regulatory record and customer focus.”

Hidalgo sees potential growth in BASi's contract preclinical, bioanalytical and pharmaceutical analysis services, as well as the In Vivo Culex Sampling System and emerging dry blood spot technology. “We are poised to make BASi the scientific connection companies need to bring new drugs to market,” adds Hidalgo.

Omar Lamm of North Carolina will take on the role of Business Development Manager for the Mid-Atlantic/Southeast area of the United States. Lamm comes to BASi from Tampa-based Xcelience, LLC, where he was an Associate Director of Business Development. He has a broad variety of technical and business development experience aimed at driving new business and enhancing existing client relationships. Lamm has a B.S. in Biochemistry from North Carolina State University. olamm@basinc.com

Mahnaz Shamsai of California joins BASi as its Business Development Manager for the Southwest region. She has more than 10 years experience in technical sales, business development, R&D and product marketing in biotech and pharmaceutical and medical device markets. Shamsai most recently worked as the Business Development Manager for Toxikon Corporation of Bedford, M.A. She has an M.B.A. from Pepperdine University and a B.A. in Molecular Biology and an M.S. in Biochemistry from San Jose State University. mshamsai@basinc.com

Debra Gosling of California is the Business Development Manager for the Northwestern portion of the United States. She has more than 20 years of successful experience selling molecular diagnostic devices, reagents, and clinical drug trial services for companies like Roche Diagnostics of Indianapolis, Covance Inc. of Princeton, New Jersey, and Thomson Reuters of Horsham, PA. Gosling has a B.S. in Medical Technology and core M.B.A. courses from the Rochester Institute of Technology. dgosling@basinc.com

ABOUT BASi

BASi is a pharmaceutical development company providing contract research services and research instruments and supplies 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 the company.

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