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BASi Launches New Website and E-Catalogue

WEST LAFAYETTE, IN – April 14, 2016 -- Bioanalytical Systems, Inc. (“BASi”)

(NASDAQ:BASI) today announced the launch of a new, redesigned version of its website, www.basinc.com. The site's refreshed and simplified look, combined with enhanced content, improved search functionality, and optimization for mobile devices allows customers and visitors to better interact with BASi online.

The new website has been designed to offer the ultimate user-friendly experience with improved navigation while allowing visitors to see the full service and product portfolio BASi offers. The enhanced search capability makes it quick and easy for the visitor to find the appropriate service application or product information to suit a wide range of requirements.

Jacqueline Lemke, President and Chief Executive Officer of BASi, commented, "We are inviting customers and visitors to explore our new website and E-Catalogue. The new enhancements will ensure a superior and informative user experience. We are excited to be able to offer an e-commerce solution to our customers. We want to provide our customers with quick, easy, informative access to the BASi capabilities. We feel the new application-driven content will help guide visitors to the solutions best suited for their scientific needs."

As a result of talking with our customers and gaining valuable feedback; newly enhanced website features include:

- A convenient, easy and fast shopping cart feature with full technical capabilities and usage guides for [Online Ordering](#) of all BASi instruments and consumables.
- A streamlined [Request for Quote](#) form allowing for quick turnaround of valuable information to interested clients and potential clients.
- **Product Filters** which allow clients and potential clients to easily narrow down the BASi product portfolio by selecting key performance attributes for the desired product.
- [New White Papers](#) and [Technical Articles](#) on products and services along with an expanded list of customer-specific solutions.
- A [BASi News](#) and [Events](#) section, including a schedule of tradeshow participation and our innovative new products.
- An [Employment Portal](#) to access worldwide job opportunities within BASi.
- A Look Ahead Navigation function streamlines navigation of the site.

The new website and E-Catalogue means that customers can now benefit from richer online content that is easier to navigate and share with others, assisting the specification process.

we feel very confident SFP is the partner we need for success.

Visit the new website, www.basinc.com and give us your feedback on the new redesigned site by posting a comment on our Facebook page.

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. BASi focuses on developing innovative services and products that increase efficiency and reduce the cost of taking new drugs to market. Visit www.BASinc.com for more information about BASi.