



The Transfection Experts

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**To:** Editor

**Re:** New Product Announcement

**NEW: *TransIT*<sup>®</sup>-2020 Broad Spectrum, Animal-free Transfection Reagent from Mirus Bio goes head-to-head with FuGENE<sup>®</sup> HD and Lipofectamine<sup>™</sup> 2000**

From the transfection experts, Mirus Bio introduces its next generation transfection reagent, *TransIT*<sup>®</sup>-2020 Transfection Reagent.

Mirus has expanded its transfection expertise with the development of a high performance, animal-free, broad spectrum DNA transfection reagent which offers users:

- **Superior Performance**—*TransIT*<sup>®</sup>-2020 outperforms FuGENE<sup>®</sup> HD, Lipofectamine<sup>™</sup> 2000 and Lipofectamine<sup>™</sup> 2000 CD in many cell types.
- **Broad Spectrum DNA Delivery**—Achieve high transgene expression in many cell types, including hard to transfect cells.
- **Animal Origin free**— *TransIT*<sup>®</sup>-2020 provides high performance with maximum compatibility.
- **Scientifically Proven**—Developed by Mirus Bio scientists with over 15 years of gene delivery expertise.

Visit [www.mirusbio.com](http://www.mirusbio.com) for all your transfection needs including data, protocols, technical support or to place an order.

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*For over a decade, Mirus pioneered scientific breakthroughs in non-viral gene delivery. These advancements established our products as industry leading transfection reagents. At Mirus, we continue to grow our expertise in nucleic acid delivery research and products to better serve you.*