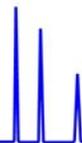




ZirChrom®



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FOR IMMEDIATE RELEASE

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ZirChrom Separations Inc. Launches New ZirChrom®-SELECT Chromatography Columns

Next Generation Carbon-Based High Performance Liquid Chromatography (HPLC) Columns Offer Enhanced Retention and Unique Selectivity for More Powerful Method Development

Anoka, MN, USA (January 7, 2005) – A next generation carbon-based HPLC column, ZirChrom®-SELECT, will be introduced by ZirChrom Separations, Inc. at the Pittcon 2005 Trade Show in Orlando, FL. The new surface deactivated ZirChrom®-SELECT column provides improved peak shape and ease of use compared to other commercially available carbon-based HPLC columns. ZirChrom will introduce its new product at the Orange County Convention Center, Booth #2801 from February 28 through March 3, 2005.

The following unique features make ZirChrom®-SELECT columns an ideal choice for today's method developer:

- Enhanced retention for most compounds compared to bonded phase C18 silica
- Very different selectivity for most compounds compared to bonded phase C18 silica
- Improved peak shape and efficiency, especially compared to other carbon-based phases
- Compatible with conventional mobile phase buffers

Dr. Clayton McNeff, CEO, ZirChrom, said, “A completely new chromatographic material, ZirChrom®-SELECT is the first carbon-based HPLC column to deliver acceptable peak shape for a wide variety of pharmaceutically-relevant compounds. Using our novel covalently attached Lewis acid deactivation chemistry, ZirChrom has developed a highly retentive carbon-based reversed-phase HPLC column, which is easy to use and which still has the inherent chemical stability advantages of zirconia-based HPLC columns. Most importantly, this new column still maintains the very different chromatographic selectivity that distinguishes zirconia-based columns from traditional bonded C18 silica phases.”

About ZirChrom Separations

ZirChrom Separations, Inc. is a company formed in 1995 and located in Anoka, Minnesota. ZirChrom manufactures a full line of zirconia-based high performance chromatographic materials for analysis and purification by high performance liquid chromatography (HPLC).

