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## **Private Companies Drawn to Research Campus**

Kannapolis, N.C. (July 16, 2008) – Officials from the North Carolina Research Campus formally announced today that Sensory Spectrum is the latest private firm to locate a laboratory and office presence at the Kannapolis Center. “Companies like Sensory Spectrum will add to the overall brain trust that is clustering in Kannapolis. They are directly relevant to Mr. Murdock’s vision for the Campus” said Lynne Scott Safrit, President, Castle & Cooke, NC LLC, the development company for the Research Campus.

New Jersey-based Sensory Spectrum is a globally recognized company that facilitates the integration of consumer and product understanding for the food, beverage, ingredient, personal and oral health care, and nutrition industries. They specialize in providing innovative and customizable business and technical solutions by applying advanced sensory and consumer methodologies in combination with data analysis and data mining for confident decision making. Gail Vance Civile, Sensory Spectrum’s President, says “the company could have located anywhere in Southeast, but with Campus’ collaborative approach to research we believe it will provide us a fertile place to grow and be innovative in the health and wellness sector.”

Sensory Spectrum was founded in 1986. They will employ about 20-35 sensory scientists, psychologists, technicians and administrative staff in Kannapolis.

The company has existing relationships with the UNC Nutrition Research Institute, also a tenant of the Campus. “We are excited to have the opportunity to be part of a think tank and embrace the exposure and chance to work with world class scientists conducting basic research dedicated to promoting health and nutrition,” says Judy Heylman, Vice President for Strategic Business Development for Sensory Spectrum.

Campus officials believe that the company is a good fit for future collaborations. “Sensory will be an important part of the ecosystem that we are trying to build in Kannapolis. They already have partnerships with many of the companies that we are trying to recruit to the Campus,” says Clyde Higgs, Vice President, Business Development for the Campus.

The firm anticipates opening their new facility in January 2009.

### **About Sensory Spectrum**

Sensory Spectrum has been providing business and technical solutions to our clients for 22 years. Using the latest sensory research technology, their team of highly-skilled professionals work with you to provide education, technical solutions and scientific results to guide your confident decision making in the fields of foods, beverages, oral health, personal care products, pharmaceuticals, fabrics, paper, household products, fragrances, and environmental odor control.

### **About the Research Campus**

Planned as a public-private collaboration, the North Carolina Research Campus combines the research power of world-renowned universities and workforce training programs with the know-how of business. This "dream team" includes David H. Murdock, Duke University, the University of North Carolina system and the N.C. Community College System.

Other features of the research campus ([www.ncresearchcampus.net](http://www.ncresearchcampus.net)) include:

- A 350-acre campus that complements North Carolina's biotech corridor.
- An initial 311,000-square-foot building to house the core laboratory, a state-of-the-art research facility and private tenants. The David H. Murdock Core Laboratory, to be owned by a public charity created and funded by David Murdock, will feature the most advanced equipment available in the areas of Molecular Genomics, Proteomics, Metabolomics, Bioinformatics, and will include Histochemistry, Microscopy, and Nuclear Magnetic Resonance laboratories. Many of the pieces of equipment are the first of their kind in the world, including the Bruker Biospin 950 MHz Nuclear Magnetic Resonance spectrometer, the 454 series of DNA sequencers and several state-of-the-art Carl Zeiss confocal microscopes.
- One million square feet of office and laboratory space.