

Blue Reference, Inc. announces new headquarters, expanding workforce

August 12, 2008

Blue Reference, Inc. is proud to announce the expansion of their Bend-based software business into new corporate headquarters, situated on Awbrey Butte in beautiful Bend, OR. Their expansion was necessary to accommodate the rapid growth of the company.

The new site is the perfect location for Blue Reference's new headquarters, as CEO Paul van Eikeren says:

"The growth of our company required headquarters that will accommodate the needs of our expanding team. We are delighted to call Bend, OR home, and we look forward to continued growth and success."

About Blue Reference, Inc.:

Blue Reference software and services power the discovery and application of knowledge; revolutionizing how scientists, engineers, technical professionals, and business professionals analyze data, design experiments, test quality, document results, and share information. Blue Reference is operated by the founders of IntelliChem, which pioneered the use of Electronic Laboratory Notebooks for R&D in the world's largest pharmaceutical companies and is now owned by Symyx Technologies.

For more information about Blue Reference, please contact Ben Hinchliffe [ben.hinchliffe AT blureference.com].

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