

Scientific Concierge Services™: Ensuring Customer Satisfaction With Their CRAIC Technologies Scientific Instruments

CRAIC Technologies™ introduces the Scientific Concierge Service™ to give personalized service and support to CRAIC Technologies microspectrometer and microscope customers.

San Dimas, CA (February 1, 2012)-- CRAIC Technologies, Inc., the world's leading innovator of UV-visible-NIR micro-analysis solutions, has set a new standard for customer care in the scientific instrument world with the introduction of its Scientific Concierge Service™. Offered to CRAIC Technologies customers and prospective customers, the Scientific Concierge Services™ is staffed with a dedicated and experienced support team who understands the customer's requirements and can help guide them through the purchase. Scientific Concierge Services™ will then coordinate installation, delivery and training. But the process does not end there. Scientific Concierge Services™ continues to provide support to customers and will also manage service contract renewals and standards recertification requirements. Scientific Concierge Services™ personnel are dedicated to the customer's satisfaction.

"The CRAIC Technologies™ Scientific Concierge Service™ is designed to make our customer's purchase and user experience satisfying. Customer care has always been a hallmark of CRAIC Technologies™ and we feel that this new service will set a new standard in the scientific instrument world" states Dr. Paul Martin, president of CRAIC Technologies. "Our customers deserve white glove service by experts in the field of UV-visible-NIR and Raman microscopic analysis. Working with our customers allows us to configure systems and develop new technologies that best meet their needs both in the short and long terms. And the Scientific Concierge Service™ enables us to keep our customer's systems at peak performance and ensure customer satisfaction."

Scientific Concierge Services™ is a customer centric system intended to give the customer exceptional service by utilizing the expertise of the people of CRAIC Technologies™. Specializing in personalized support, CRAIC Technologies™ Scientific Concierge Services™ is the customer's single source for technical support, installation and training, as well as service support. Scientific Concierge Services™ helps guide customers in their instrument configuration and purchase, processing and scheduling delivery of their new instruments and then acts as the customer's centralized resource for service and technical support.

For more information about Scientific Concierge Services™ and CRAIC Technologies™ services, visit <http://microspectra.com/support/service-contracts>.

About CRAIC Technologies: CRAIC Technologies, Inc. is a global technology leader focused on innovations for microscopy and microspectroscopy in the ultraviolet, visible and near-infrared regions. CRAIC Technologies creates cutting-edge solutions, with the

very best in customer support, by listening to our customers and implementing solutions that integrate operational excellence and technology expertise. CRAIC Technologies provides answers for customers in forensic sciences, biotechnology, semiconductor, geology, nanotechnology and materials science markets who demand quality, accuracy, precision, speed and the best in customer support.

Contact information:

CRAIC Technologies, Inc.

+1-310-573-8180

<http://www.microspectra.com/>