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PRESS RELEASE

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NATURE PUBLISHING GROUP LAUNCHES NEW METHODS JOURNAL OCTOBER 2004

New York, NY October 7, 2004 – Nature Publishing Group (NPG) has launched a vital laboratory techniques journal for researchers involved in biotechnology, drug discovery or chemistry and its interface within the life sciences, on October 1, 2004. This has been a highly anticipated launch and over 60,000 individuals have already applied for subscriptions.

Nature Methods, distributed internationally, is a new cutting-edge methodology journal for life scientists and chemists published by the NPG. The journal will serve the scientific community with a high impact detailed methods-oriented publication that continues the established tradition of excellence that is expected from a *Nature* magazine.

"*Nature Methods* presents techniques of immediate practical relevance with the detail that laboratory technicians, research assistants and post doctoral fellows for example, will need to reproduce the results independently. It is also an important asset to academic institutions, corporate libraries and research institutions to have on hand for their researchers to refer to again and again because of its practicality", said Rachel Burley, Publisher of *Nature Methods*. In addition to primary reports of new methods, content includes research highlights, step-by-step protocols (written in association with Cold Spring Harbor Laboratory Press), application notes, technology reviews and more. *Nature Methods* offers a limited number of free subscriptions for individuals who qualify. The website offers even more additional benefits to print journal subscribers including: free online access 24 hours a day to searchable contents and reference linking, *Naturejobs*, *Natureproducts* and an online database of application notes. Visit the website at www.nature.com/naturemethods.

Nature Publishing Group is the scientific publishing arm of Macmillan Publishers Ltd, combining the quality of: *Nature*, Nature research journals, Nature Reviews, NPG academic journals and NPG reference publications, to provide the world's premier information resource for the basic biological and physical sciences.

NPG is a global company, with headquarters in London and offices in New York, San Francisco, Washington DC, Tokyo, Paris, Munich and Basingstoke. More than half of the company's business activity is in North America; it is also a market leader in Europe and Japan. For further information, contact Anisa Abid at 212.726.9627.

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