WHAT IS CLAIMED IS:

1. A process for increasing the observed titer of a virus stock for the purpose of increasing the calculated log reduction (LRV) in a virus clearance study comprising the steps of:

a) providing a virus stock, cell culture media, indicator cell line, and an assay plate;

b) adding the indicator cell line and media to the assay plate;

c) adding the virus stock to the cell line and media on the assay plate;

d) centrifuging the assay plate containing the cell line, media, and virus stock;

e) stopping the csentrifuging step; and

f) measuring the resulting titer of the virus stock, wherein the resulting titer of the virus stock is 10-fold higher than the virus titer would be if measured in the absence of the centrifuging step ~~(f)~~ (d).

2. The process of claim 1, wherein the virus stock is a retrovirus.

3. The process of claim 2, wherein the retrovirus is a murine leukemia virus.

4. The process of claim 2, wherein the assay plate is selected from the group consisting of a tissue culture plate, a well plate, a flask or a test tube.