



## NEWS RELEASE

### Media Relations Contacts:

Len Hall

Allen & Caron, Inc.

(949) 474-4300

[len@allencaron.com](mailto:len@allencaron.com)

### Investor Relations Contact:

Matt Clawson or Dan Matsui

Allen & Caron, Inc.

(949) 474-4300

[matt@allencaron.com](mailto:matt@allencaron.com)

## **BIOLIFE EXHIBITS AT THE INTERNATIONAL SOCIETY FOR STEM CELL RESEARCH ANNUAL MEETING**

OWEGO, NY (July 17, 2006) BioLife representatives recently exhibited at the 4<sup>th</sup> annual meeting of the International Society for Stem Cell Research (ISSCR) in Toronto, Canada. During the 3 day conference and exhibition, BioLife scientists had the opportunity to introduce the CryoStor™ and HypoThermosol® preservation solutions to hundreds of potential new clients working with embryonic and adult stem cells, as well as follow-up with many groups either currently utilizing or evaluating the technology. Summarizing the conference overall Dr. Kristi Snyder (Principal Scientist) stated, "ISSCR is rapidly becoming one of the premier professional stem cell research organizations in the world. BioLife's participation in the conference served as a critical mechanism for interaction with many of the key researchers driving the development of this field. As the stem cell field continues to evolve, it is now recognized within the stem cell community that preservation plays a critical role in the success of both basic research and clinical outcome. As such, BioLife's CryoStor™ and HypoThermosol® products may soon become a critical part of the stem cell research industry." Elaborating on this point, Dr. Aby Mathew (Director of Manufacturing) stated "Within the cell therapy and stem cell research community, there is a movement toward high quality, controlled, traceable processing, which includes reagents such as preservation solutions. Several of the salient features of BioLife's products which make our preservation media attractive to these groups is their unique, fully defined formulation (USP/highest quality components, animal product-free, etc), cGMP manufacturing, and stringent testing criteria (sterility, performance bioassays, endotoxin, etc.). These features are setting a new standard in quality control for preservation media, and complement the technological advances and scientific basis underlying the superior performance of the solutions."

In addition to participating in the ISSCR conference, BioLife representatives also continued training and marketing activities with Toronto-based Life Science Specialists and Area Managers from their distribution partner, VWR International. Dr. Kristi Snyder commented that "face to face training and seminars with VWR sales staff have emerged as a critical component to the continued forward movement of BioLife's relationship with VWR. As such, we continue our dedicated educational activities including onsite



training, webinars, etc. to help support the VWR team in expanding their market share in the preservation arena.”

**About BioLife Solutions**

BioLife Solutions develops, manufactures and markets patented hypothermic storage and cryopreservation solutions for cells, tissues, and organs. The Company's proprietary HypoThermosol(R) and CryoStor(TM) preservation media are marketed directly to companies, laboratories, and academic institutions engaged in research and commercial clinical applications. BioLife's line of serum-free and protein-free preservation solutions are fully defined and formulated to reduce or prevent preservation-induced, delayed-onset cell damage and death. BioLife's platform enabling technology provides academic and clinical researchers significant improvement in post-thaw cell, tissue, and organ viability and function. For more information please visit BioLife Solutions' website at <http://www.biolifesolutions.com>.

*This news release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include any statements that relate to the intent, belief, plans or expectations of the Company or its management, or that are not a statement of historical fact. Any forward-looking statements in this news release are based on current expectations and beliefs and are subject to numerous risks and uncertainties that could cause actual results to differ materially. Some of the specific factors that could cause BioLife Solutions' actual results to differ materially are discussed in the Company's recent filings with the Securities and Exchange Commission. BioLife Solutions disclaims any obligation to update any forward-looking statements as a result of developments occurring after the date of this press release.*

###