



## NEWS RELEASE

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### **BIOLIFE SOLUTIONS INC. REPORTS PRELIMINARY SALES FOR FIRST-QUARTER 2007**

#### ***41% Sales Growth Driven By Increasing Product Adoption in Cell Therapy Market***

**OWEGO, NY** (April 5, 2007)...BioLife Solutions Inc. (OTC BB: BLFS), a leading developer and manufacturer of proprietary preservation media for cells, tissues, and organs, today announced preliminary sales for first-quarter ended March 31, 2007, of approximately \$208,000, which represents 41 percent growth over the first quarter of 2006 and 18 percent sequential growth compared to the fourth quarter of 2006.

Chief Executive Mike Rice remarked: "First-quarter sales growth was driven by increased use of our HypoThermosol<sup>®</sup> and CryoStor<sup>™</sup> cell preservation products by several emerging and established companies engaged in commercializing new cellular-based therapies to treat cancer, heart disease, HIV, and skin and bone disorders.

"Our products are being used increasingly to preserve and transport biologic material from collection sites to processing facilities and also to transport final cell therapy products to clinical sites for patient application," Rice continued. "Our patented preservation media products benefit our cell therapy customers by improving post preservation viability of cellular source material and finished products."

Rice added: "The cost structure and clinical impact of cell therapy products are heavily dependent on the effectiveness of the preservation and transportation protocols used. We're pleased that a growing number of cell therapy companies recognize the unique advantages our products provide in optimizing these protocols."

According to an August 2006 research report published by Jain PharmaBiotech, the total value of cell-based markets was \$27 billion in 2005 and is expected to grow to \$96 billion in 2015, as more than 300 companies are engaged in developing cell-based alternatives to medical devices and drugs to treat and possibly cure numerous acute and chronic diseases.



PA Consulting Group, a global consulting firm with expertise in life sciences and healthcare, estimates the worldwide market for media to preserve cells, tissues, and organs for research and clinical applications will grow from \$200 million in 2007 to more than \$300 million by 2011.

BioLife expects to report final results for first-quarter 2007 and file Form 10-Q on or about May 14, 2007.

As part of its expanded sales and marketing strategy, BioLife will be exhibiting and presenting at the following events:

- BIO 2007 annual international convention, May 6-9 in Boston, MA
- International Society for Stem Cell Research (ISSCR) annual meeting, June 17-21 in Cairns, Australia
- International Society for Cellular Therapy (ISCT) annual meeting, June 24-27 in Sydney, Australia

#### **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.*

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