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BioLife Solutions Launches BioPreservation Today® Industry Newsletter

Publication Solely Dedicated to Advancing the Biopreservation Field

BOTHELL, Wash.—January 26, 2009—BioLife Solutions, Inc. (OTCBB: BLFS), a leading developer and marketer of proprietary GMP hypothermic storage and cryopreservation media products for cells, tissues, and organs, today announced the launch of its new quarterly newsletter *BioPreservation Today*, a forum for sharing knowledge about optimizing biopreservation protocols and processes, to maximize the yield and function of cells and tissues in research and clinical applications. The launch issue includes articles such as ‘Unlocking the Value of a Scientific Advisory Board’, ‘What is Your Viability Assay Really Saying?’, ‘Optimizing Biopreservation Yield’, and ‘Evolution of Best Practices in Biopreservation’.

Mike Rice, BioLife’s Chairman and CEO, commented on the publication of the inaugural issue by stating, “We’re very pleased to be able to share best practices, state-of-the-art techniques, and steps to optimize biopreservation practices with participants in this field. We’re looking forward to providing additional informative and compelling content from guest authors in future issues of *BioPreservation Today*.”

BioLife’s Scientific Advisory Board played a role in the development of the newsletter and SAB member Scott R. Burger, MD, founder of Advanced Cell & Gene Therapy, LLC, and a leading consultant to the industry, remarked on the publication by stating, “I’ve been very impressed with the strides BioLife has made to position the company as a leading biopreservation tools provider. *BioPreservation Today* will be an effective vehicle to share relevant knowledge within the biopreservation field. Stability and yield of biological raw material and cellular products, and cost per delivered dose, are critical issues that BioLife clearly understands well, and can help hospital transplant labs and commercial companies to overcome, via their products and consulting services.”

A downloadable version of the Winter 2009 issue of BioPreservation Today can be found here: <http://www.biolifesolutions.com/docs/bpt/bptwinter09.pdf>.

BioLife Solutions will be presenting and exhibiting at the Phacilitate Cell & Gene Therapy Forum 2009, January 26-28 in Washington, DC (www.phacilitate.co.uk/pages/cgtherapy/index.html).

About BioLife Solutions, Inc:

BioLife Solutions develops and markets patented hypothermic storage/transport and cryopreservation media products for cells, tissues, and organs. The Company’s proprietary HypoThermosol® and

CryoStor™ platform of biopreservation media products are marketed to academic research institutions, hospitals, and commercial companies involved in cell therapy, tissue engineering, cord blood banking, drug discovery, and toxicology testing. BioLife's GMP products are serum-free and protein-free, fully defined, and pre-formulated to reduce preservation-induced, delayed-onset cell damage and death. Comprehensive small animal intravenous safety studies have been completed on HypoThermosol and CryoStor, and both products are supported by US FDA Master Files. BioLife's enabling technology provides research and clinical organizations significantly enhanced post-preservation cell and tissue viability and function.

For more information please visit 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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