

NEWS RELEASE**Media Relations Contacts:**

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BIOLIFE'S CRYOSTOR™**

OWEGO, NY (July 26, 2006) - A study presented this week at the joint international annual meetings of the Society for Cryobiology and the Society for Low Temperature Biology, Cryo 2006, in Hamburg Germany documented the benefits of BioLife's CryoStor™ CS5 technology for the cryopreservation of primary human cell systems. The study titled *"The Role of Membrane-Mediated Apoptosis in Cryopreservation Failure"* was presented by Dr. John M. Baust to an international audience of thought leaders and research scientists within the field of low temperature biology. The report focused on both recent fundamental discoveries related to molecular-based cellular responses to freezing as well as documenting how CryoStor™ is able to modulate many of these responses thereby improving post-preservation outcome. In the presentation, Dr. Baust discussed his team's recent discovery of the induction of apoptosis (gene-regulated cell death) through cell membrane-based signaling events and how, through the modulation of apoptosis, cryopreservation outcome can be improved. When asked about the study, Dr. Baust stated "while we still do not know the exact mechanism of induction, the data from this study clearly demonstrate that the cell membrane-based apoptotic receptor pathways are actively involved with cryopreservation outcome. This is an important finding because while the involvement of apoptosis in cryopreservation was discovered over 5 years ago, progress into uncovering the specific mechanisms of activation has been slow." In relation to BioLife's CryoStor™ Dr. Baust commented "As we continue to conduct molecular-based study into cell death associated with cryopreservation, it is equally important for us to understand how new advanced technologies such as CryoStor™ influence these pathways. The data in this study, as well as numerous, others continue to demonstrate that CryoStor™ works through providing a more protective environment for cells during the preservation process, reducing the detrimental stress response of cells and thereby resulting in an overall increase in cell survival and function." The study was a joint effort between scientists from both BioLife and its strategic research and development partner Cell Preservation Services, Inc.



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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