

NEWS RELEASE**Media Relations Contacts:**

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OF BIOLIFE'S HYPOTHERMOSOL® - FRS FOR THE
PRESERVATION OF HUMAN HEPATOCYTES**

OWEGO, NY (July 27, 2006) - A study presented this week detailed the utilization of BioLife's HypoThermosol®-FRS (HTS-FRS) for the short term hypothermic preservation of isolated human hepatocytes. The data demonstrated that the utilization of HTS-FRS results in the higher retention of both cell number as well as hepatocellular specific function in comparison to other competitive solutions. The study titled "Extended hypothermic storage of isolated human hepatocytes utilizing HypoThermosol®-FRS" was presented at the joint annual meetings of the Society for Cryobiology and the Society for Low Temperature Biology (Cryo2006) in Hamburg, Germany. Details of the study included a documentation of the ability of HTS-FRS to protect hepatocytes during extended periods ranging from 1 to 3 days of preservation at 4°C with minimal detrimental effect on the cell population. This was in contrast to competitive solutions such as Viaspan or a typical maintenance medium which showed substantial hepatocyte damage after 24 hours of storage. When asked the significance of the findings, presenting author Dr. John M. Baust stated "The utilization of hepatocytes in areas such as drug discovery, toxicity studies, basic research, etc. has resulted in a substantial and continually growing demand for highly functional hepatocytes. As such, groups involved in their isolation, processing, distribution, and utilization are continually in need of new more efficient ways of obtaining quality hepatocytes. Today one of the obstacles faced in this regards is the distribution of quality hepatocytes due to their high sensitivity to stress and limited life span. The ability to extend the shipping and storage interval 2 to 3 fold while maintaining both high cell number and function represents a significant step forward in the hepatocyte arena. HTS-FRS offers not only the benefit of "better cells" but a significant financial advantage for both cell suppliers and end-users through increasing efficiency and reduction of false positives."

The report was a result of a collaborative effort between scientists from BioLife, Tissue Transformation Technologies, Inc., and Cell Preservation Services, Inc. (CPSI) and represents only part of an ongoing focused research initiative by BioLife and CPSI to expand both BioLife's technology and application base. In this regards, Dr. John G. Baust



(Chairman and CSO) commented “the pharmaceutical and drug discovery industry represent a substantial application base that BioLife has been focused on developing for a number of years. Studies such as this one continue to build the scientific validation behind the benefits of BioLife’s HTS-FRS technology. These studies are critical to the continued expansion of BioLife’s presence in this as well as other application arenas.” As part of its business development model, BioLife continues both research and marketing efforts in the hepatocyte preservation area in support of the pharmaceutical and drug discovery industry as one of our strategic focus areas. It is believed that studies such as this will continue to provide the necessary supportive information of continued market share expansion.

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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