

Promotion

FLORIDA WOMEN IN BUSINESS



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Industry Pioneer's Breakthrough Shatters the Playing Field

Cryo-Cell International, Inc.



Mercedes Walton
Chairman & CEO



Jill Taymans
Vice President
Finance/CFO



Julie G. Allickson, PhD,
MS, MT(ASCP)
Vice President
Laboratory Operations,
Research & Development

In 1992, Cryo-Cell International, Inc. was an industry of one. It was the first company to offer new mothers the option of banking umbilical cord blood, when potentially lifesaving stem cell technology emerged in the late '80s.

Fast forward nearly two decades. Once again, Cryo-Cell stands alone. It is the only company of its kind to collaborate with leading researchers around the world to explore new stem cell therapies. And, unlike its competitors, Cryo-Cell has moved beyond umbilical cord blood. It has developed the capability to harvest even more promising stem cells from a recurring, abundant source. These and other bold advances portend a bright future for the cord blood industry's most established and well trusted name.

Birth of a Lifesaving Industry

Since the dawn of the cord blood banking industry in 1988 and Cryo-Cell's inception shortly thereafter, stem cell technology has progressed with mind-bending speed. To date, there have been over 20,000 cord blood transplants worldwide, successfully treating over 75 life-threatening diseases such as leukemia, lymphoma and sickle cell anemia. First to capitalize on this wondrous technology and bring families peace of mind through cord blood banking, Cryo-Cell soon found itself in competition with other companies offering similar services. It also found itself in a period of financial losses and uncertainty.

Then, in 2005, Chairman and CEO Mercedes Walton took the helm. Dynamic and determined, Walton – together with an all-female executive team – hit the ground running to pursue a new, more profitable path for Cryo-Cell. Walton had a vision, a plan and a deeply held faith in the virtually limitless potential of stem cell therapy.

GLOBAL INNOVATOR FORGES AHEAD

- Founded in 1989; most established private family cord blood bank
- Over 230,000 clients worldwide; 26 global markets
- Only publicly traded company with an all-female executive leadership team
- Consecutive profitability since 2009; Company's stock closed at \$2.20 per share on November 30, 2010, an increase of 26% year over year
- Discovered and commercialized proprietary menstrual stem cell technology
- Vast prospective upside potentially driven by CÉLLESM technology; product diversification; global expansion and strategic acquisition

Mapping the Future of Stem Cell Medicine

When Cryo-Cell unveiled its CÉLLE service in 2007, it was a potential game changer that shook the cord blood banking industry to its foundation. The company had unlocked the technology to harvest precious stem cells from menstrual fluid and could now empower women to collect and bank those cells on a monthly basis. Unlike their umbilical counterparts, menstrual stem cells share the versatility and lifesaving potential of both bone marrow stem cells and embryonic stem cells. The array of possible uses in the field of regenerative medicine – including potential cures for diabetes, heart disease and the effects of stroke – is staggering.

To advance the CÉLLE technology and realize its full potential, Cryo-Cell has partnered with 11 of the world's leading stem cell researchers. All project funding is provided by the Company's research partners, with the commitment that any new discoveries will be the property of both Cryo-Cell and the partner.

"We believe the CÉLLE cell could be the holy grail of regenerative medicine," Walton says. "CÉLLE technology has provided an amazing, breakout platform for Cryo-Cell as a global leader in stem cell innovation. The future holds some very exciting prospects. In the realms of both science and business, Cryo-Cell continues to evolve."



CryoCell
INTERNATIONAL
Innovative Stem Cell Solutions

Publicly traded since 1991 | Symbol: CCEL
700 Brooker Creek Blvd., Suite 1800
Oldsmar, FL 34677
800-786-7235
www.cryo-cell.com

