

AllCells Now Offers Basal Media Products

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FOR IMMEDIATE RELEASE

(Emeryville, CA) October 04, 2010 - AllCells, LLC today announced that the Company has introduced four (4) different basal media formulations for in-vitro research cell culture use. The new products include:

- Dulbecco's Modified Eagles Medium (DMEM), containing 4.5 grams/L glucose, sodium pyruvate, and L-Glutamine -- Catalog No. DMEM-001
- Dulbecco's Modified Eagles Medium (DMEM), containing 1 grams/L glucose, sodium pyruvate, and L-Glutamine -- Catalog No. DMEM-002
- Iscove's Modification of DMEM Medium (IMDM), containing L-glutamine and HEPES - -- Catalog No. IMDM-001
- Roswell Park Memorial Institute Medium (RPMI), containing L-glutamine and HEPES -- Catalog No. RPMI-001

Each type of basal media product serves as a base matrix for the addition of specific supplements such as cytokines, growth factors, and/or essential nutrients depending upon cell type. The resulting media formulation enables cell growth, expansion, and/or differentiation of the cell culture depending upon design of experiment.

"We decided to introduce these products to make it more convenient for our customers to order the consumables they need for conducting primary cell-based research studies. These formulations are conveniently available in 500ml bottle sizes and maintained on inventory for prompt delivery", said Jay Tong MD, President & CEO.

About AllCells, LLC

AllCells (www.AllCells.com) is a global biotechnology company founded in 1998 to provide researchers with a reliable supply of biologically relevant, consistent quality primary cells that enable the advancement of scientific research in the areas of cell biology, oncology, virology, hematology, infectious disease and stem cell research. Unlike cell lines, which are typically mutated, transformed or immortalized, primary cells retain their original phenotypes hence better reflect *in vivo* morphology, metabolism and growth characteristics. These attributes are especially important for *in vitro* research applications where *in vivo*-like models are critically important. By partnering with AllCells, investigators can dramatically reduce time needed to isolate cells with guaranteed consistency thereby improving the efficiency, accuracy and relevance of their research studies. AllCells is fully certified in accordance with local, state and federal requirements.