

AllCells.com Wins the 2010 Biotechnology Standard of Excellence Award



FOR IMMEDIATE RELEASE

(Emeryville, CA) September 17, 2010 – AllCells, LLC, a leading global provider of human primary cells and related services has announced that the Boston-based Web Marketing Association (WMA) has named AllCells.com winner of the 2010 Biotechnology Standard of Excellence Award. AllCells' web site was designed by Axxiem Web Solutions, a leading digital medical communications company based in New York.

"We're very pleased to be recognized by the award and delighted with the new web site designed by Axxiem," said Jay Tong MD, President & CEO for AllCells. "In fact, we have seen a significant jump in our online business as a result of the site's launch," added Dr. Tong.

Axxiem worked closely with AllCells to understand business objectives and then architect and design a site that would meet or exceed those objectives. "We specialize in identifying the client's challenges and building solutions to address them" said Kate Zelenova, Axxiem's Director of the Life Sciences Division. "Here's a simple example. During our 'discovery phase', AllCells told us they would spend a lot of time responding to calls for copies of Data Sheets or certificates of analysis. The solution was simple: provide access to the forms right there on the website. Simple enough; but the idea only comes if you take the time to understand the challenge before you start to design or code."

The annual Web Award Competition was founded in 1997 to set high standards for Internet marketing and site development on the World Wide Web. WebAward entries are submitted by leading interactive agencies, website owners and in-house marketing departments from more than 19 countries. Competitors included ADM, Monsanto, Millipore and others.

For more information please visit: www.allcells.com, www.axxiem.com.

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.

About AxxiemWebSolutions (www.axxiem.com)

Founded in 2004, Axxiem Web Solutions provides digital medical communications services to the Biotech, Pharma and Med Device industries. From business consulting, architecture and design to custom application development and full service hosting, Axxiem provides end-to-end solutions for its Life Science Clients. Axxiem's clients include AllCells, Eli Lilly, Regeneron Pharmaceuticals, The Medicines Company, The New York Biotech Association, EnzymeRx, Cygnus Technologies, and many others.

About the Web Marketing Association

The Web Marketing Association is working to create a high standard of excellence for website development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of website development and marketing on the Internet. Since 1997, the Web Marketing Association's annual WebAward Competition has been helping interactive professionals promote themselves, their companies, and their best work to the outside world.