

<u>LifeCell – Daily News Update</u>
<u>September 7, 2009</u>

Direct News:

Publication	newkerala.com
Headline	<u>LifeCell ties up with Max New York Life Insurance</u>
Gist of the article	<p>LifeCell International, India's first and the largest stem cell banking service provider, today tied up with Max New York Life Insurance (MNYL).</p> <p>As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers, helping them meet the future financial needs of their children.</p> <p>Expressing his views on the occasion, Mr Mayur Abhaya, Executive Director, LifeCell International, said, " We decided to join hands with Max New York Life Insurance citing their successful past records and the growth on investments they have been offering to their customers. Our association with Max New York Life Insurance will provide LifeCell customers' a direct access to their best-in class services and products." Under this arrangement MNYL will reach out to LifeCell's customers who are expectant parents and create awareness on the importance of securing a child's future against unseen health and financial needs, said a release issued here today.</p> <p>Every LifeCell customer will get the opportunity to analyse their future financial needs and explore various insurance and savings options available with MNYL.</p> <p>Commenting on the tie-up, Mr V Viswanand, Director & Head - Bancassurance & Direct Sales Distribution, Max New York Life Insurance Company, said, "Our arrangement with LifeCell is a step towards accomplishing our agenda of financial literacy and creating awareness about need for financial planning," the release added.</p> <p>--UNI</p>

Publication	indiainfoline.com
Headline	<u>LifeCell International ties up with Max New York Life Insurance</u>
Gist of the article	<p>LifeCell International ("LifeCell") India's first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology has entered into an arrangement with Max New York Life Insurance ("MNYL"). As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Expressing his views on the occasion, Mr. Mayur Abhaya, Executive Director, LifeCell International, said, "We have consciously evolved our service offerings at</p>

	<p>every stage to provide exclusive value added services to all our customers. We decided to join hands with Max New York Life Insurance citing their successful past records and the growth on investments they have been offering to their customers. Our association with Max New York Life Insurance will provide LifeCell customers' a direct access to their best-in class services and products.</p> <p>Under this arrangement MNYL will reach out to LifeCell's customers who are expectant parents and create awareness on the importance of securing a child's future against unseen health and financial needs. Every LifeCell customer will get the opportunity to analyse their future financial needs and explore various insurance and savings options available with MNYL.</p> <p>Commenting on the tie-up, Mr. V. Viswanand, Director & Head - Bancassurance & Direct Sales Distribution, Max New York Life Insurance Company, said, "In a country like India knowledge about financial planning is relatively lower and there is immense potential for people to use their money in a more effective manner to achieve their goals in life. Planning for children's future is one such reason for saving in majority of Indian Households. Our arrangement with LifeCell is a step towards accomplishing our agenda of financial literacy and creating awareness about need for financial planning. Life insurance is an important tool in financial planning as it provides financial protection and helps in long-term wealth creation for meeting various life stage needs. Through this tie-up, we are able to educate and extend to the LifeCell customers a bouquet of services in life and health insurance products."</p>
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Publication	topnews.in
Headline	LifeCell International inks pact with Max New York Life Insurance
Gist of the article	<p>LifeCell International, India's first and the largest stem cell banking service provider, has entered into an arrangement with Max New York Life Insurance.</p> <p>Under the arrangement, Max New York will reach out to LifeCell's customers who are expectant parents and create awareness on the importance of securing a child's future against unseen health and financial needs.</p> <p>LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, Max New York will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>According to an official release, every LifeCell customer will get the opportunity to analyze their future financial needs and explore various insurance and savings options available with Max New York Life Insurance.</p>

Key Industry News:

Publication	reuters.com
Headline	The Jordanian Stem Cell Company Acquires Stem Cell Technology From Stemedica International..
Gist of the article	Stemedica Cell Technologies, Inc., ("Stemedica"), a world leader in stem cell research and manufacturing, announced the signing of an agreement today for its breakthrough stem cell and related technology. The Jordanian Stem Cell Company

	<p>has signed a five year multi-million dollar agreement to purchase the technology from Stemedica's wholly-owned subsidiary, Stemedica International, S.A. The signing ceremony took place at the European Burns Association Congress in Lausanne, Switzerland.</p> <p>"This is an important day for Stemedica International," said Frank Schuller, PhD, Stemedica International's Chairman. "This is a real testament to the quality and integrity of our products and the experience, dedication and professionalism of our team." The signing ceremony was attended by Mr. Sam Alkhas, Chief Executive Officer of the Jordanian Stem Cell Company as well as several representatives from Stemedica, including Dr. Schuller; Mark Tager, MD, Executive for Stemedica's Dermatological Operations; Alex Kharazi, MD, PhD, Stemedica's Vice President for Research and Manufacturing; and, Riccardo Nisato, MBA, PhD, Director of Manufacturing and Business Development, Stemedica International S.A.</p> <p>"We are delighted to be working with Stemedica International," said Sam Alkhas. "Jordan has an excellent reputation as a provider of innovative and quality-driven medical treatment. It was fundamental to our company's future, and Jordan's reputation, that we find the best possible partner within the stem cell industry. We believe we have accomplished this objective by securing a long-term exclusive relationship with Stemedica International." Headquartered in Amman, The Jordanian Stem Cell Company is Chaired by His Royal Highness, Prince Asem Bin Nayef.</p> <p>"We would like to thank the Jordanian Stem Cell Company and its Chairman, His Royal Highness, Prince Asem Bin Nayef for their vision and long-term commitment in bringing adult stem technology to Jordan," said Roger J. Howe, PhD, Chief Executive Officer for Stemedica International and Executive Chairman for Stemedica. "Our working relationship will not only provide significant medical advancements in treating the Citizens of Jordan, but will allow the country to continue to build on its growing reputation as a, 'Center of Medical Excellence' for the entire region. We have a quality partner in The Jordanian Stem Cell Company and in the Country of Jordan and we look forward to growing these relationships."</p> <p>"Stemedica International will be providing our state-of-the-art stem cell technology to the Jordanian Stem Cell Company and will actively support their development and implementation of a Clinical Trial for burns," said Nikolai Tankovich, MD, PhD, Stemedica's President and Chief Medical Officer and Vice Chairman of Stemedica International. "We will work closely with the leadership of the Jordanian Stem Cell Company to secure all necessary governmental approvals for the Clinical Trial. The Trial is anticipated to begin sometime in the first quarter of 2010."</p>
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Publication	timesonline.co.uk
Headline	<u>Stem cell treatment 'is child abuse'</u>
Gist of the article	Hundreds of desperate British patients have spent up to £30,000 on unproven stem cell treatments in China and elsewhere, an investigation by The Sunday Times has found.

One treatment, popular among the parents of blind babies, has been branded “child abuse” by a leading British stem cell researcher because of its possible risks.

The Chinese company selling the stem cell therapy admitted this weekend that it had not yet conducted clinical trials of the treatment. The firm, Beike Biotech, also admitted that it could not say how many children had experienced improvements.

A number of British parents have resorted to launching fundraising appeals around the country to pay for the therapy abroad. The stem cell treatment offered by the Chinese company has not yet won regulatory approval in the UK.

Professor Pete Coffey of the Institute of Ophthalmology at University College London said there is no medical evidence that the method offered by Beike Biotech works and added that the babies’ health could be put at risk.

Coffey, who is running a trial with Pfizer to treat blindness with stem cells, said there is no medical evidence of improvement. “We don’t know if there have been any side effects,” he said.

“There is a set criteria for the way clinical trials should be done, but this is obviating all the rules. There is no evidence from animals, no evidence published and no evidence about safety. I would go as far as saying that this is child abuse.”

The parents of 11-month-old Dylan Manifold, from Liverpool, who are currently at Qingdao People’s hospital in eastern China, have raised about £30,000 to have stem cells from umbilical cord blood injected into the veins of their infant. They accept there is no guarantee that the treatment will work but say they felt they had to seize the chance, however slight.

Writing from China, Donna Bunt, Dylan’s mother, said: “With no treatment in England, we are under no illusions. It might not work but I cannot live my life knowing that there was a chance for a better quality of life for him and we didn’t take it.”

The parents of three-year-old Harvey Jones — Daniel Jones, 24, a cleaner, and Sara Brown, 23 — have raised about £30,000, partly by collecting on the streets of Liverpool.

Brown said: “Anything at all would be better than it is now. Our main hope is that he does get some vision, just so that he can recognise us.”

Many families have been inspired by the testimony of Darren and Charlene Clarke, the parents of Dakota, aged three, from Newtownabbey, near Belfast.

They insist that their daughter could only recognise light before undergoing the stem cell treatment in February, but can now see her dummy 6ft away.

Medical tests carried out on Dakota have failed to confirm the improvement, but her parents are campaigning to raise awareness of stem cell therapy to treat the condition, called septo-optic dysplasia.

Darren Clarke, 34, an engineer who has given up work to help look after Dakota, organised a conference in Manchester in August for 130 people, many of whom were

the parents of blind children. He spoke enthusiastically to other parents about Dakota's alleged recovery and put them in touch with Beike Biotech.

The Clarkes are expecting to be offered a £15,000 reduction in Dakota's next batch of stem cell therapy if the family raises enough money to return next Easter.

Patients of Professor Mehul Dattani, an expert in septooptic dysplasia at Great Ormond Street hospital for children in London, are also travelling to China, despite his advice that there is no evidence the treatment works.