

COMPANY PROFILE



BioLife Solutions, Inc. (OTCBB: BLFS), is a leading developer and manufacturer of clinical grade biopreservation media products for cells and tissues and a contract media manufacturer.

The Company's proprietary **HypoThermosol**[®] and **CryoStor**[®] platform of biopreservation media products are marketed to academic research institutions, hospitals, and commercial companies involved in cell therapy, tissue engineering, cord blood banking, drug discovery, and toxicology testing.

BioLife products are serum-free and protein-free, fully defined, and formulated to reduce preservation-induced, delayed-onset cell damage and death. BioLife's enabling technology provides research and clinical organizations significant improvement in post-preservation cell and tissue and viability and function.

Internal and independent data clearly indicate that BioLife's proprietary biopreservation media products enable significant reduction in the levels of apoptosis and necrosis, the two mechanisms of preservation induced cell death, in comparison to traditional biopreservation media. Biologics preserved with BioLife products have demonstrated greatly extended shelf life and increased post-preservation cell yield, viability, and functional return. This improved biopreservation efficacy is made possible with reduced concentrations of cryoprotectants such as DMSO, in fully defined, serum-free and protein-free formulations.

INVESTMENT HIGHLIGHTS

- ✓ Life sciences tools provider
- ✓ Platform of enabling biopreservation tools that are highly valued by several strategic market segments
- ✓ Proprietary, best-in-class hypothermic storage and cryopreservation freeze media
- ✓ Established position as a leading supplier in the emerging and high-growth regenerative medicine and drug screening markets
- ✓ Over 300 customers
- ✓ Exclusive supplier to 50 leading private and public companies
- ✓ Scalable, high-quality internal GMP manufacturing operation with current capacity to produce \$25MM annual product demand before investments in automation
- ✓ Rapidly expanding addressable market
- ✓ Growing at ~30% per year
- ✓ Largest competitor is non-optimized, in-house formulated 'home-brew' media

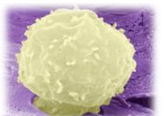
MARKETS



Regenerative Medicine: BioLife products are now incorporated into 30 to 40 regenerative medicine cell- or tissue-based products in pre-clinical and clinical trial stages of development, and are sold to over 200 regenerative medicine customers.



BioBanking: Cell and tissue banking is a growing arena that is critical to research and clinical markets. BioLife products add value to a cell and tissue bank's capabilities and provide a considerable advantage over competitors utilizing traditional preservation media.



Drug Discovery: The science and innovation of drug discovery includes testing new pharmaceutical compounds on living cells. The performance and preservation efficacy of BioLife products have led to adoption of BioLife preservation media by leading pharmaceutical companies and cell suppliers.

PRODUCTS AND SERVICES

- ✓ Outperform all other freeze and shipping media
- ✓ Only products of their kind to deliver reliable, standardized results
- ✓ Preserves more precious cells longer – high value

HypoThermosol®



Best-in-class hypothermic storage and shipping media products designed to provide maximum storage and shipping stability of biologic source material, intermediate products, and final cell products intended for research and clinical applications. Enables two and three times longer shelf-life of cell and tissue-based products. Designed and optimized for refrigerated temperatures.

CryoStor®



A proprietary formulation designed to mitigate temperature-induced molecular cell stress responses during freezing and thawing. CryoStor® products have proven much more effective than commercial and home-brew isotonic and extracellular formulations in reducing post-preservation necrosis and apoptosis.

BloodStor®



For cryopreservation of umbilical cord blood stem cells, as well as other variants for peripheral blood derived stem cells.



SERVICES

Contract aseptic media formulation, fill, and finish services.

ISSUED PATENTS

HypoThermosol® Formula

US 5,405,742

US 5,514,536

Gel-Based Preservation

US 6,632,666

Vitrification Solution

US 6,921,633

Control of Apoptosis

US 6,045,990

Japan 4,376,460

EP 1,093,377

PENDING PATENTS

Transplant Prognostics

US 2009/0149335 A1

Whole Blood Collection

WO 2009/121002 A1

Collection of Birth Tissue

WO 2009/120996 A1

Cryopreservation of Cell Monolayers

WO/2010/127158

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