



BioLIFE SOLUTIONS®

POWERING THE PRESERVATION SCIENCES



OTCBB: BLFS
Investor Presentation
October 2011

Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including, but not limited to, statements about BioLife Solutions, Inc. (the “Company”) and its future operating results, strategies, and product development plans. These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially from the results expressed or implied in these forward-looking statements. Factors that may cause or contribute to such differences are more fully discussed, as are other factors, in Part I, Item 1A. “Risk Factors” of the Company’s Form 10-K for the fiscal year ended December 31, 2010, which was filed with the SEC on March 28, 2011. In addition, any forward-looking statements represent our estimates only as of today and should not be relied upon as representing our estimates as of any subsequent date. While the Company may elect to update forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so except as may be legally necessary, even if the Company’s estimates should change.

Leading Innovator Serving \$500M Market

NEXT-GENERATION PRODUCTS

Proprietary, best-in-class biopreservation media products for cells, tissues and organs



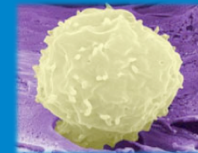
SCALABLE PRODUCTION FACILITY

\$25MM annual revenue capacity in a scalable GMP facility



LARGE, GROWING CUSTOMER BASE

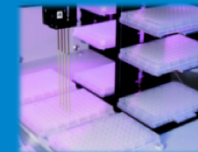
300+ customers and key distributors in strategic market segments:



Regenerative Medicine



Biobanking



Drug Discovery

Products and Services



HypoThermosol[®]

Hypothermic storage & shipping media



CryoStor[®]

Cryopreservation freeze media



BloodStor[®]

Cord blood stem cell freeze media

cGMP, Serum-free, protein-free biopreservation media products for cells, tissues, and organs

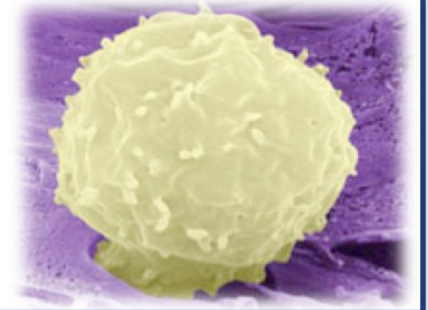


Contract aseptic media formulation, fill and finish services

Target Markets

Regenerative Medicine

Commercial cell therapy and tissue engineering companies, hospital based stem cell transplant centers, university-based research labs



Biobanking

Umbilical cord blood banks, adult stem cell banks, tissue banks, biorepositories



Drug Discovery

Pharmaceutical companies, cell suppliers, toxicity testing labs



Regenerative Medicine Opportunity

Fragile, live cells from source materials such as blood, tissue, and organs are enabling the development of biologic-based therapies and treatments for the leading causes of death and disability.

These must be transported from the processing lab to the bedside in a **refrigerated or frozen state** to preserve viability, quality, and potency. ***This is Biopreservation!***



Use of traditional, archaic “home brew” cocktail results in **yield loss and limited shelf life** of precious cells intended for clinical applications.

Developers face increasing **quality and regulatory pressure** to switch to pre-formulated, engineered media and reagents.

BioLife Products Meet The Opportunity

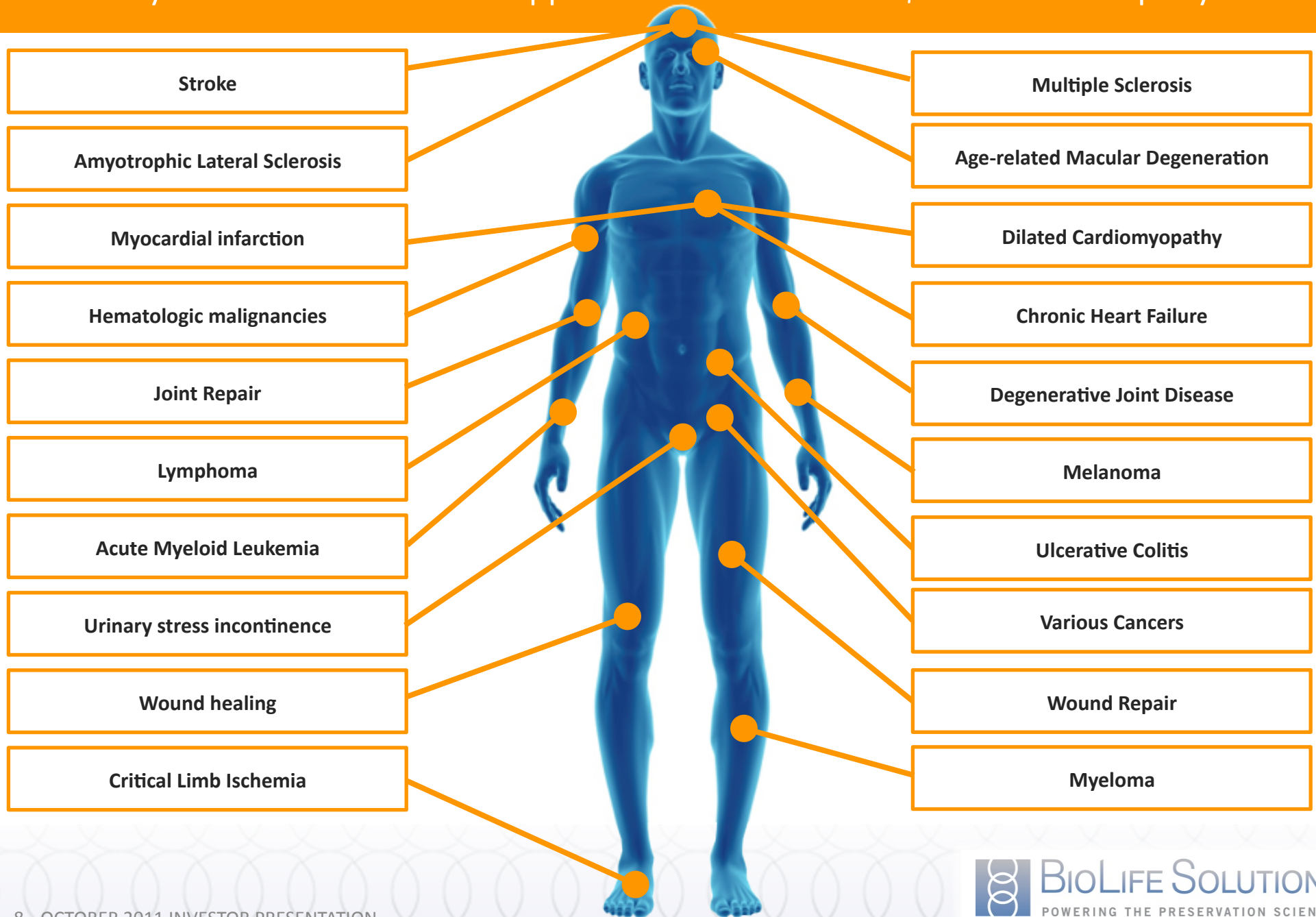
Pre-formulated • cGMP • Serum-free • Protein-free

- Enable 2x to 3x longer shelf-life of cell and tissue-based clinical therapies – several days!
- Increase the yield and viability of cells in the clinical dose



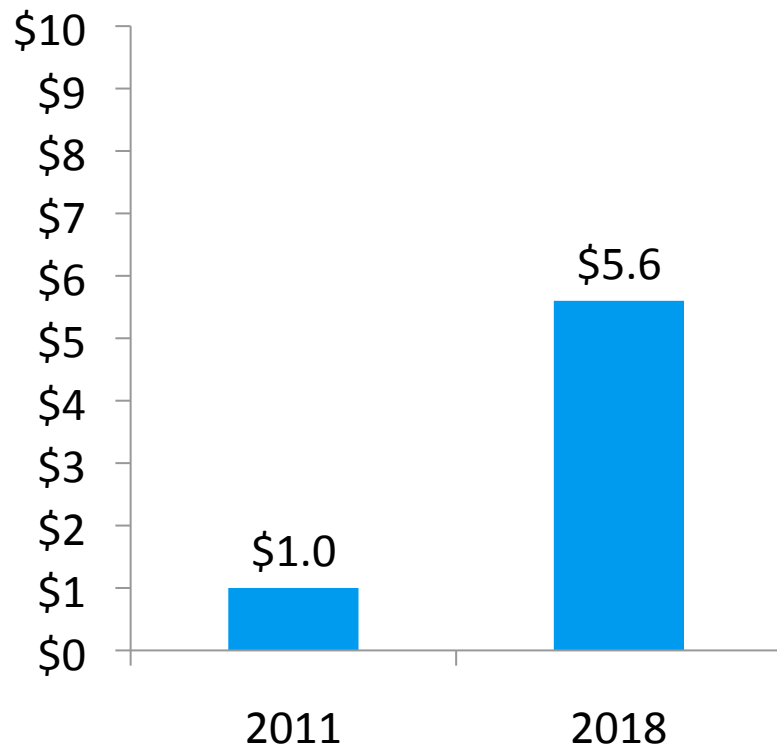
CryoStor® & HypoThermosol® In Customer Clinical Trials

Any successful commercial application could result in \$1-2M revenue per year



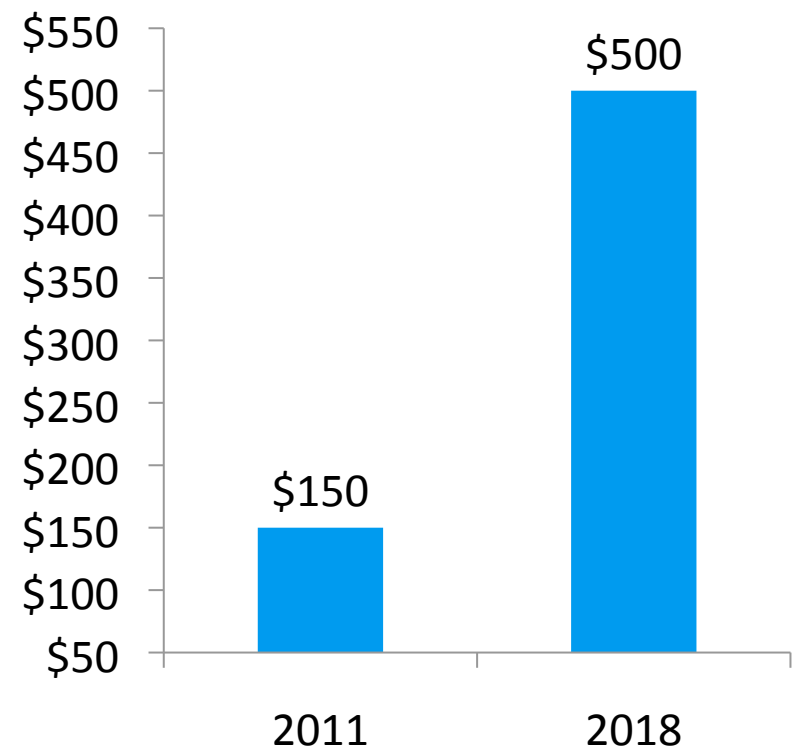
Rapidly Expanding Market

Regenerative Medicine Market Growth (Billions)



Source: VisionGain

Demand for Biopreservation Media (Millions)



Source: Management estimates, Axis Research Mind

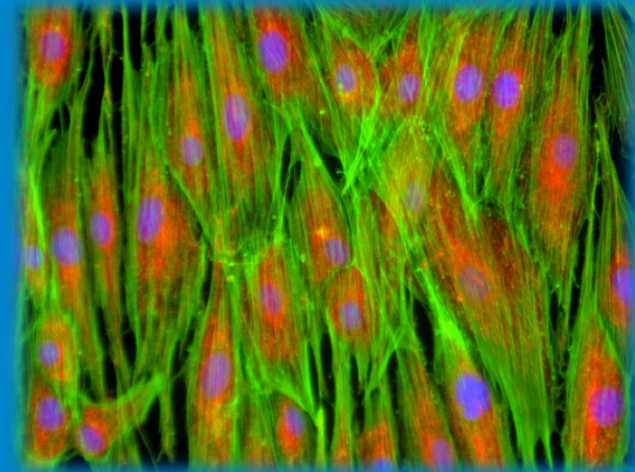
Why Our Products Are In High Demand

Outperform all other biopreservation media

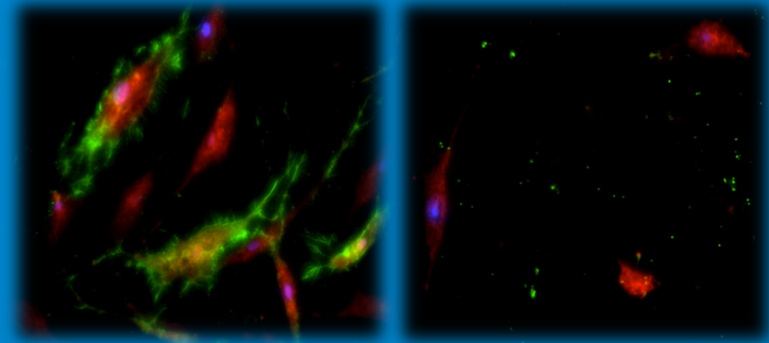
Highest quality - GMP

Customer service

BioLife Preserved Cells



Competitive Products



Competition

Home-Brew Biopreservation Media



Traditional, culture media-based formulas
Separate components sourced from multiple vendors

Mixing required for each daily/weekly batch

Components typically not USP quality

Limited release criteria and not for every batch

Non-GMP process

Limited biopreservation efficacy

How Our Products Are Different

BioLife Biopreservation Media Advantages

Proprietary formula, optimized to protect cells from low temperature stress

Mitigates apoptosis & necrosis

Free radical scavengers

Energy substrates

pH buffers

Pre-Formulated – no mixing required

cGMP manufactured

USP or highest quality components

USP sterility tested

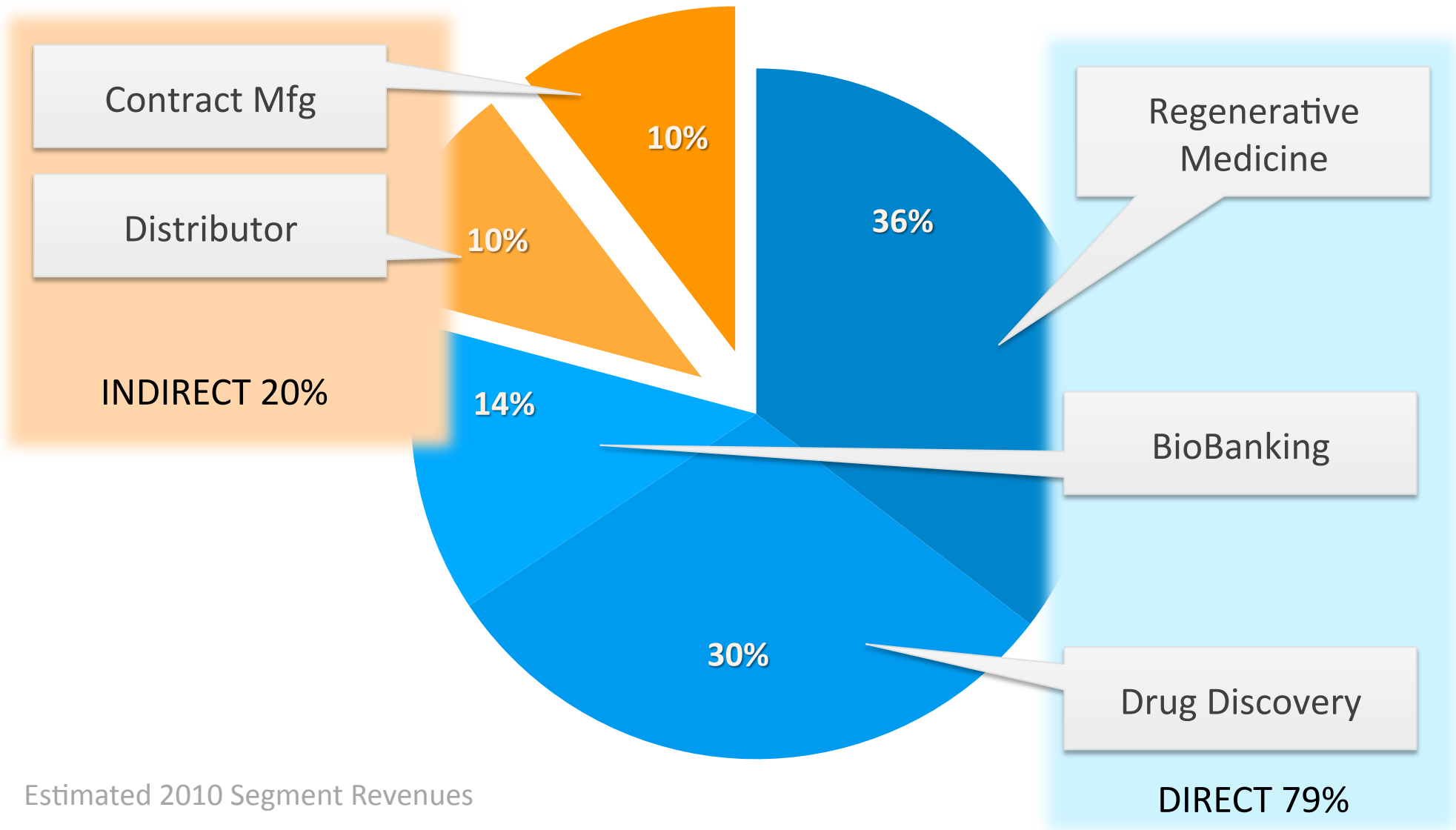
USP endotoxin tested

Bioassay tested

FDA Master File



Diverse Customer Base



Estimated 2010 Segment Revenues

Industry Leading Customers

Drug Discovery



Regenerative Medicine



Biobanking



Distributors



Proprietary, High-Value Technology

INTELLECTUAL PROPERTY

- 7 issued patents
- 5 submitted applications
- Over 200 third-party issued and pending patents citing BioLife products



EMBEDDED TECHNOLOGY

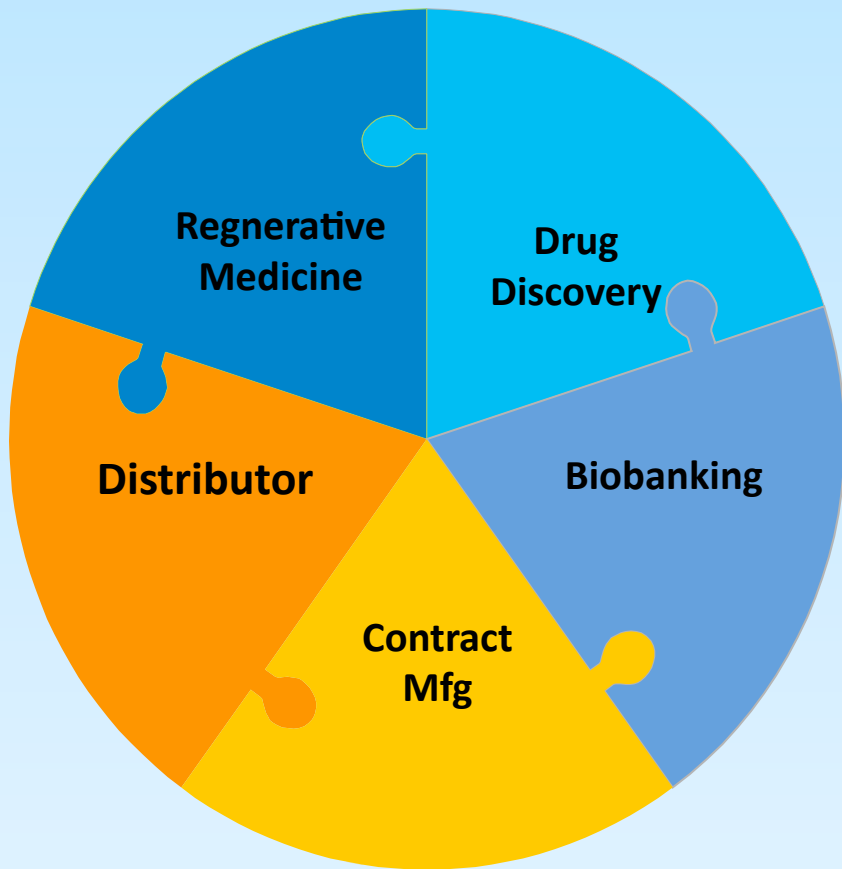
Critical supplier status with leading companies:

- Regenerative medicine
- Cord blood banks
- Suppliers of cells used in drug screening



Revenue Model Key to Record Growth

REVENUE STREAMS



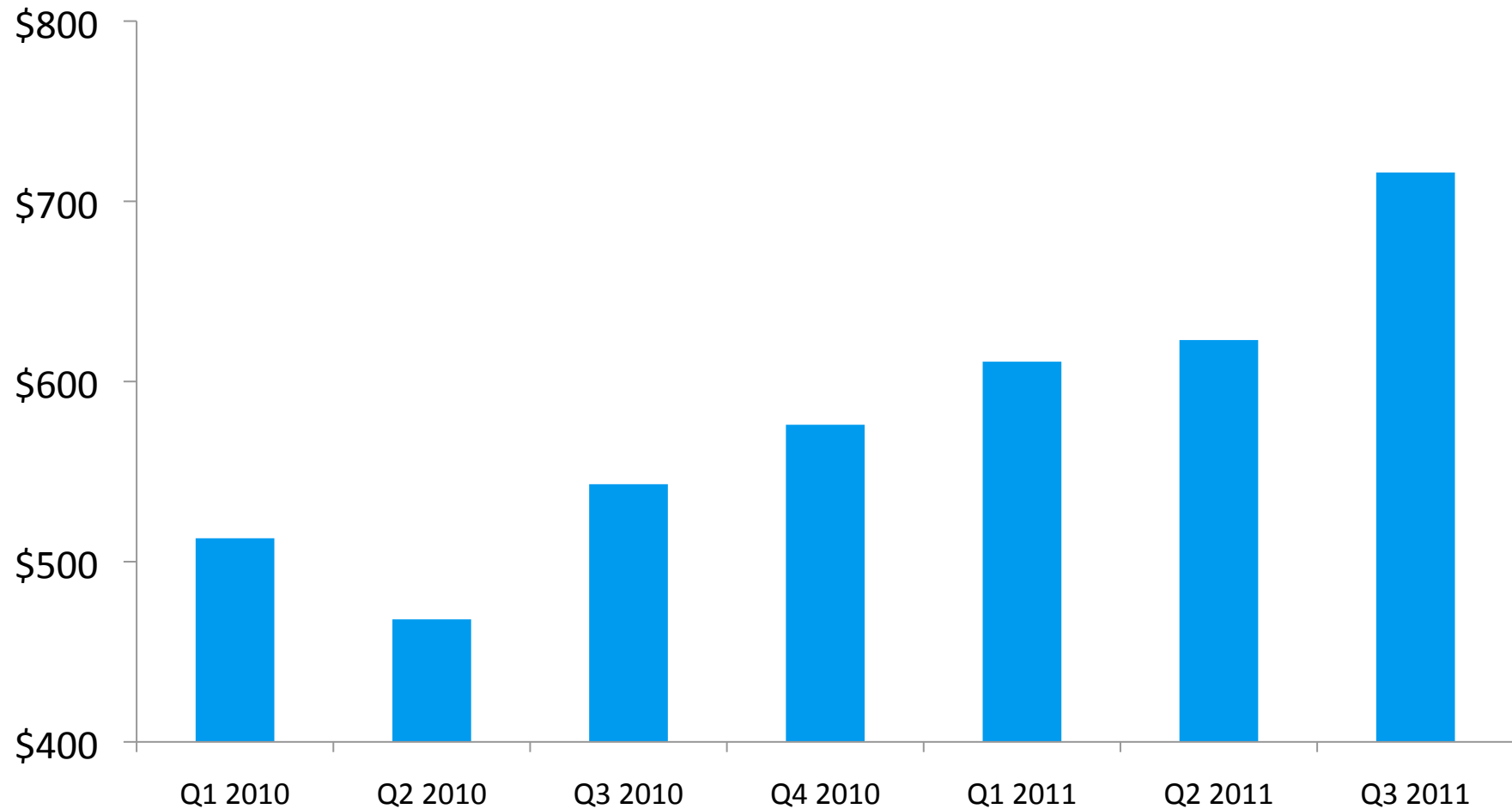
HIGHLIGHTS

Revenue*	\$2.5MM
Customers	300+
Countries	40
Employees	15
Patents	7

* Trailing 12 Months

Growth Trend

Record Revenue in Last 5 Quarters



Investment Summary

Innovative Leader



- Best-in-class, proprietary, first-choice market position
- Leading supplier of clinical grade biopreservation media products

Positioned for Growth



- BioLife technology is embedded in numerous current & development stage clinical products
- Significant revenue upside upon regulatory approval of customer products

Operational Excellence



- High-quality, scalable GMP manufacturing facility
- ISO 13485 certified
- FDA Master Files

Growth Plan



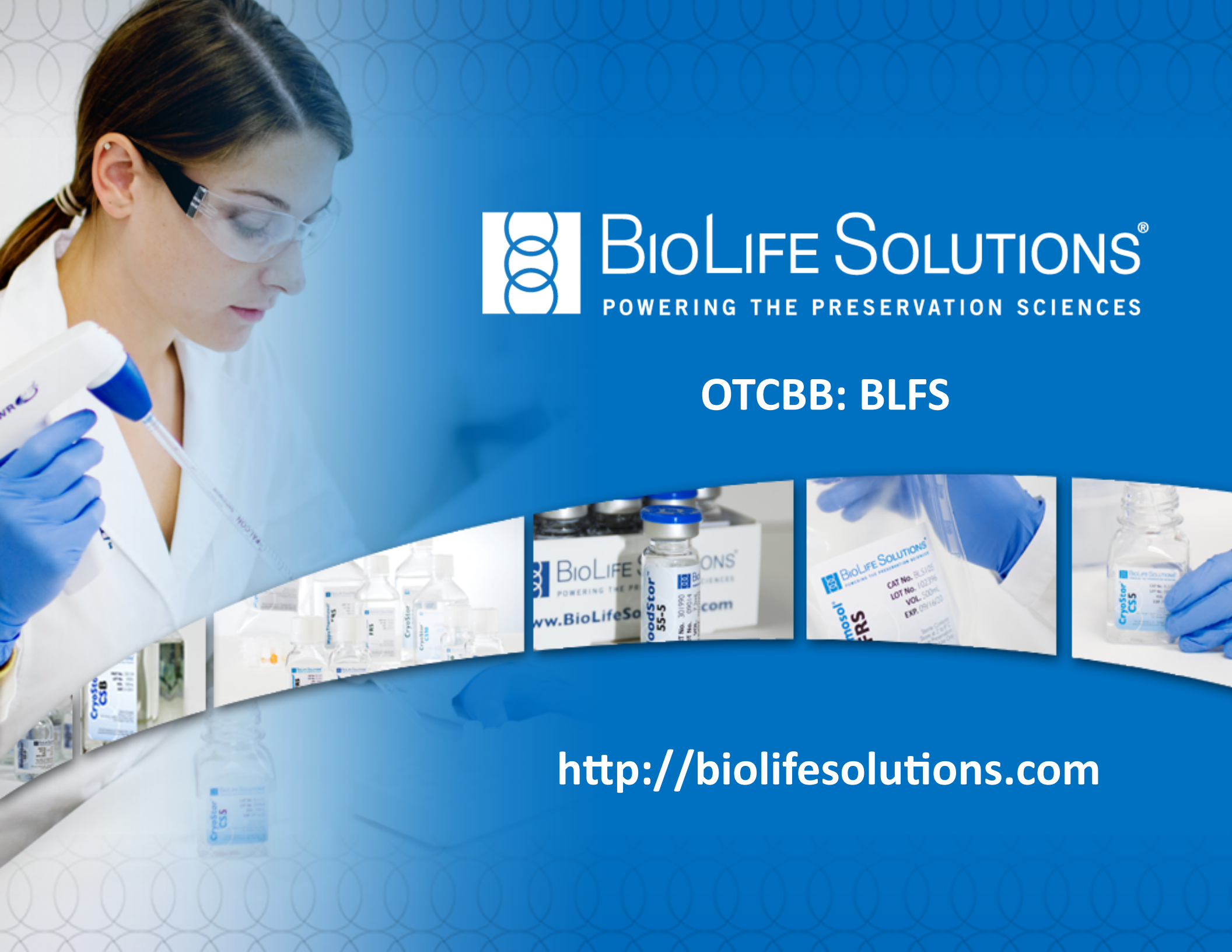
- 30% - 50% annual revenue growth
- Moving to the NASDAQ market



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<http://biolifesolutions.com>