

BioLife Solutions Selects Allen & Caron for Investor and Media Relations

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BioLife Solutions, Inc. (BULLETIN BOARD: BLFS) announced today that it has selected Irvine, CA-based Allen & Caron Inc, a full-service investor and media relations firm, to support its investor, media and corporate communications activities.

President and CEO John Baust, Ph.D., commented, "As we execute our new strategic path towards increasing shareholder value and achieving profitability, we will call on Allen & Caron's professional expertise to assist us in appropriately positioning the Company among potential investors and to enhance our visibility in the media and financial community. By refocusing on further developing and marketing our cell preservation technology to the biotechnology industry, we are emerging into a thriving marketplace with the resources in hand from the sale of our surgical assets to actively develop and market our technologies."

Allen & Caron President and COO Rene Caron said, "BioLife Solutions presents a compelling story. The Company holds important proprietary assets and intellectual property to address an important and emerging arena in biomedical technology, which offers the potential for substantial near-term growth. We look forward to working with the company to broaden its audience, and improve overall awareness among investors and the media."

About BioLife Solutions, Inc.

BioLife Solutions has pioneered the next generation of preservation solutions designed to maintain the viability and health of cellular matter and tissues during freezing, transportation and storage. Based on the Company's proprietary bio-packaging technology and a patented understanding of the mechanism of cellular damage and death, these products enable the biotechnology and medical community to address a growing problem that exists today. The expanding practice of cell and gene therapy has created a need for products that ensure the biological viability of mammalian cell and tissue material during transportation and storage. The HypoThermosol® and CryoStor™ products that the Company is selling today are a significant step forward in meeting these needs.

About Allen & Caron

Allen & Caron Inc is a full-service corporate, investor and marketing communications agency serving the needs of public companies. Allen & Caron's national client base includes emerging-growth, and special situation companies in a range of industry segments including technology, medical technology, healthcare services, pharmaceuticals, infrastructure, and financial services. It maintains offices in Irvine, CA, New York City and London.

This news release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include any statements that relate to the intent, belief, plans or expectations of the Company or its management, or that are not a statement of historical fact. Any forward-looking statements in this news release are based on current expectations and beliefs and are subject to numerous risks and uncertainties that could cause actual results to differ materially. Some of the specific factors that could cause BioLife Solutions' actual results to differ materially are discussed in

the Company's recent filings with the Securities and Exchange Commission. BioLife Solutions disclaims any obligation to update any forward-looking statements as a result of developments occurring after the date of this press release.

For further information, please contact investors, Jill Bertotti, jill@allencaron.com, or media, Len Hall, len@allencaron.com, both of Allen & Caron Inc, +1-949-474-4300, for BioLife Solutions, Inc.

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SOURCE: Allen & Caron Inc

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