

BioLife Solutions Launches New Corporate Website

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BioLife Solutions Inc. (BULLETIN BOARD: BLFS) , a leading developer and marketer of proprietary hypothermic storage and cryopreservation media products for cells, tissues, and organs, today launched its new corporate website. Researchers, customers, strategic partners, and investors can now access corporate, product, technical, financial and other information at www.biolifesolutions.com.

BioLife's corporate website was developed by Palazzo Intercreative (www.palazzo.com), a Seattle-based multimedia creative agency whose clients include Microsoft, the American Red Cross, the Puget Sound Blood Center, and the Fred Hutchinson Cancer Research Center.

Mike Rice, BioLife chief executive, commented on the creative and design capabilities of the Palazzo team: "We were impressed by Palazzo's knowledge of our industry and business in creating an impactful and useful place for our important audiences. They also designed the website to be consistent with our corporate identity and marketing strategy."

About BioLife Solutions

BioLife Solutions develops, manufactures and markets patented hypothermic storage and cryopreservation solutions for cells, tissues and organs. The Company's proprietary HypoThermosol® and CryoStor™ solution platforms are marketed to academic and commercial organizations involved in cell therapy, tissue engineering, cord blood banking, drug discovery, and toxicology testing. BioLife's products are serum-free and protein-free, fully defined, and formulated to reduce or prevent preservation-induced, delayed-onset cell damage and death. BioLife's enabling technology provides academic and clinical researchers significant improvements in post-thaw cell, tissue, and organ viability and function. For more information please visit www.biolifesolutions.com.

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.

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Web site: <http://www.palazzo.com/>

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