

Rutgers University Cell and DNA Repository Adopts BioLife Solutions CryoStor™ as Standard Biopreservation Media

Decision Based on Improved Recovery and Elimination of Serum in Cryopreservation of Cell Lines Used in Worldwide Disease Research Efforts

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BioLife Solutions, Inc. (BULLETIN BOARD: BLFS), a leading developer and marketer of proprietary cGMP hypothermic storage and cryopreservation media products for cells, tissues, and organs, today announced that the Rutgers University Cell and DNA Repository (RUCDR), the world's largest university-based biologics repository, has adopted the Company's CryoStor as the exclusive cryopreservation media for its transformed lymphocyte cell lines (LCL), which are used throughout the world by researchers working to find genetic causes of common, complex diseases such as alcohol/addiction, diabetes, autism, and numerous mental disorders.

Douglas A. Fugman, Ph.D., Managing Director of RUCDR, explained the decision to transition from an in-house formulated media containing culture media and fetal bovine serum to CryoStor by stating, "We continually strive to optimize our cell processing protocols to improve the quality of the cell lines we make available to researchers around the world. Our technical evaluation clearly indicated that CryoStor offered advantages in post-preservation cell recovery and we view pre-formulated, serum and protein free CryoStor as the best-in-class biopreservation media for cell banking applications."

Mike Rice, BioLife's chairman and CEO, noted, "We view this product adoption by RUCDR as further validation that our initiative to raise the quality and regulatory bar for biopreservation media products is being recognized and valued in our strategic markets. Dr. Fugman's operations team processes over 36,000 cell lines annually and this represents significant volume demand for CryoStor. We expect to begin fulfilling orders in a custom package to support RUCDR within 60 days, following final validation of our internal manufacturing facility in Bothell."

About BioLife Solutions, Inc:

BioLife Solutions develops and markets patented hypothermic storage/transport and cryopreservation media products for cells, tissues, and organs. 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's cGMP 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 viability and function. For more information please visit <http://www.biolifesolutions.com/>.

About RUCDR:

Rutgers University Cell and DNA Repository (RUCDR) is led by Scientific Director Jay A. Tischfield, Ph.D., FFCMG, and plays a key role in research aimed at understanding the genetic causes of common, complex diseases. RUCDR activities will enable gene discovery leading to diagnoses, treatments and, eventually, cures for these diseases. RUCDR assists researchers throughout the world by providing the highest quality biomaterials, technical consultation, and logistical support. RUCDR is the largest university based repository in the world, located on the Busch Campus of Rutgers University, Piscataway, New Jersey. For more information, please visit <http://www.rucdr.org/>.

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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