

LifeSci Advisors Initiates Coverage of BioLife Solutions, Inc.

Leading Manufacturer of Clinical Grade Biopreservation Media for Regenerative Medicine; Revenue Has Doubled Over the Last 2 Years to \$9 Million in 2013; Report Available for Download at <http://www.lifesciadvisors.com/clients/biolife>

NEW YORK, NY--(Marketwired - Jan 9, 2014) - LifeSci Advisors, LLC, a leading provider of investment research and investor relations services in the life sciences sector, today announced that it has initiated coverage of [BioLife Solutions, Inc.](#) (OTCBB: [BLFS](#)), a leading supplier of cGMP biopreservation media products for cells, tissues, and organs. The Company is focused on the development, manufacture, and marketing of biopreservation solutions used in the regenerative medicine, biobanking, and drug discovery markets. Current product offerings include [HypoThermosol®](#), [CryoStor®](#), and [BloodStor®](#), all pre-formulated, serum-free and protein-free biopreservation media and the [SAVSU®](#) line of precision thermal storage and shipping containers.

BioLife recently reported preliminary record revenue of \$9 million for 2013, a 58% increase over 2012. The Company also announced plans to up-list to the NASDAQ Capital Market®, to be enabled by a reverse stock split and the conversion of its entire \$14MM in secured debt to common stock in conjunction with a registered stock offering.

"BioLife Solutions is strategically positioned to benefit from the growing interest in regenerative medicine and cell-based therapies by providing a solution to the problems of cell storage, shipping, and cryopreservation," said Andrew I. McDonald, Ph.D., Founding Partner at LifeSci Advisors. "The continued increase of product adoptions and revenue growth is a testament to the interest in BioLife Solutions' products, and there remains substantial room for growth as cell and tissue-based therapies using BioLife products advance through clinical trials and to the market."

BioLife Solutions has engineered advanced biopreservation media products that are designed to significantly extend the shelf life of biologics during storage or shipping. [HypoThermosol®](#) provides enhanced shipping stability for products stored at 2-8°C. [CryoStor®](#) is a companion product designed for cryopreservation and reduces the molecular stress of freezing and thawing. All products have demonstrated enhanced cell survival during storage or cryopreservation conditions. BioLife products are being used in more than 100 clinical programs, representing significant revenue opportunities if the candidates are FDA approved and enter the market.

In a 29 page Initiation Report by LifeSci Advisors, we explain the potential advantages of BioLife Solutions' products for the preservation of cells and tissues used for research and clinical indications. The report discusses the applications of the Company's products and the potential within different disease indications and markets. We also explore the competitive landscape and growth potential of the regenerative medicine and cell therapy market.

Dr. McDonald's full Initiation Report is available to download at no cost at the LifeSci Advisors website, www.lifesciadvisors.com. In addition to this Initiation Report, LifeSci Advisors will also provide ongoing coverage and event-based research updates on the Company as developments occur.

The LifeSci Advisors research team is led by Dr. Andrew I. McDonald, an industry veteran with more than 15 years of healthcare industry experience. Prior to co-founding LSA, Dr. McDonald was the Senior Biotechnology Analyst at Great Point Partners, a leading health care investment firm with over \$500 million under management. Before Great Point, he was Co-Head of Healthcare Research and Lead Biotechnology Analyst at ThinkEquity Partners, a boutique investment banking firm focused on growth companies. Dr. McDonald holds a Ph.D. in organic chemistry from the University of California, Irvine, and, earlier in his career, worked as a medicinal chemist at both Pfizer and Cytokinetics.

About LifeSci Advisors:

LifeSci Advisors (LSA) is a leading research firm and communications consultancy dedicated to the life sciences industry. The firm provides strategic counsel, customized marketing communications, comprehensive research reports and investor relations services to companies that specialize in the discovery, development and commercialization of drugs, drug delivery systems, medical devices and diagnostics. To learn more about LSA, visit the company's website, www.lifesciadvisors.com.

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The research report described in this press release is not intended as an offering, recommendation, or a solicitation of an offer to buy or sell securities. The securities discussed in LSA research reports may be unsuitable for some investors depending on their specific investment objectives, financial status, risk profile, or particular needs. Investors should consider LSA reports as only a single factor in making their investment decisions and should not rely solely on these reports in evaluating whether or not to buy or sell the securities of the subject company. LifeSci Advisors has been compensated by the company that is the subject of the report described and future research reports, investor relations services, and general consulting services. Please read each report's full disclosures and analyst background on the LSA website, www.lifesciadvisors.com, before

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Forward-looking statements:

This press release contains forward-looking statements subject to risks and uncertainties that could cause actual results to differ materially from those projected. These forward-looking statements represent LSA's judgment as of the date of this release. LifeSci Advisors disclaims, however, any intent or obligation to update these forward-looking statements.

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