

March 29, 2010



## **Cryo-Cell International, Inc. and Museum of Science & Industry Announce Plans for Stem Cells and Regenerative Science Exhibit**

TAMPA, Fla., March 29, 2010 (GLOBE NEWSWIRE) -- Cryo-Cell International Inc. ("the Company") (OTCBB:CCEL), a global leader of innovative stem cell solutions and stem cell cryopreservation services, today announced plans to partner with Museum of Science & Industry (MOSI) in the development and launch of an interactive educational exhibit on stem cells and regenerative science. Cryo-Cell is one of the most established private family cord blood banks and is a pioneer in the stem cell industry.

In addition to U-Cord(R), the Company's signature umbilical cord blood stem cell cryopreservation service, Cryo-Cell discovered and launched breakthrough technology in 2007 named CélleSM, which is the first and only service in the world that empowers women to harvest and cryopreserve stem cells harvested from their own menstrual fluid. Célle menstrual stem cells are non-controversial, easy to collect and have the potential to transform into many other cell types which make them potentially ideal in the development of future regenerative medical therapies.

"Cryo-Cell's long-standing mission has been to provide education and awareness on the vast potential benefits of stem cells and regenerative medicine to treat and save lives today and in the future," stated Mercedes A. Walton, Chairman & CEO. "Cryo-Cell is honored to partner with MOSI to introduce the public to the fascinating world of stem cell science through this engaging interactive educational exhibit."

The topic of stem cell research is often attributed to its most controversial form, embryonic stem cell research. However, many people aren't aware that stem cells are found naturally in many parts of the human body and are used throughout an individual's lifetime to facilitate extraordinary repairs and regeneration of tissue and organs such as the liver, heart valves and limbs; in addition to every day processes such as wound-healing, hair growth and skin regeneration.

This exhibit will focus on the science of stem cells -- explaining exactly what a stem cell is, their purpose in the human body and how these cells work together to create and sustain life. The exhibit will also discuss current stem cell research, outline the stem cell debate and describe the potential future utilization of stem cells.

"We are very excited to be able to work with Cryo-Cell to present an exhibition of this caliber to our visitors," says MOSI President, Wit Ostrenko. "We are eager to share this one of a kind exhibition with tomorrow's scientists."

## About MOSI (Museum of Science & Industry)

MOSI is a not-for-profit, community-based institution and educational resource dedicated to advancing public interest, knowledge, and understanding of science, industry, and technology. With a total size of over 400,000 square feet, MOSI is the largest science center in the southeastern United States, and home to the only IMAX(R) Dome Theatre in the state of Florida. Kids In Charge! The Children's Science Center at MOSI is the largest children's science center in the nation. Disasterville, featuring WeatherQuest, combines education and 10,000 square feet of interactive exhibits on the science behind natural disasters. MOSI's newest permanent exhibition, The Amazing You, explores the fascinating world of the beginning of life, childhood, and adolescent developmental life stages. MOSI is a 2009 recipient of the Institute for Museum and Library Services Medal, the nation's top award for community service. For more information on MOSI, visit [www.MOSI.org](http://www.MOSI.org).

## About Cryo-Cell International, Inc.

Based in Oldsmar, Florida, with greater than 200,000 clients worldwide, Cryo-Cell is one of the largest and most established family cord blood banks. ISO 9001:2000 certified and accredited by the AABB, Cryo-Cell operates in a state-of-the-art Good Manufacturing Practice and Good Tissue Practice (cGMP/cGTP)-compliant facility. In November 2007, the Company launched Célle (pronounced "C-L"), the world's first-ever commercial service allowing women to cryopreserve their own menstrual stem cells. Cryo-Cell is a publicly traded company. (OTCBB:CCEL). Expectant parents or healthcare professionals may call 1-800-STOR-CELL (1-800-786-7235) or visit [www.cryo-cell.com](http://www.cryo-cell.com).

## About Célle

The CélleSM service was introduced in November 2007 as the first and only service that empowers women to collect and cryopreserve menstrual flow containing undifferentiated adult stem cells for future utilization by the donor or possibly their first-degree relatives in a manner similar to umbilical cord blood stem cells. For more information, visit [www.celle.com](http://www.celle.com).

## Forward-Looking Statement

Statements wherein the terms "believes", "intends", "projects", "anticipates", "expects", and similar expressions as used are intended to reflect "forward-looking statements" of the Company. The information contained herein is subject to various risks, uncertainties and other factors that could cause actual results to differ materially from the results anticipated in such forward-looking statements or paragraphs, many of which are outside the control of the Company. These uncertainties and other factors include the actual strength of its momentum, actual future shareholder and enterprise value, the success of the Company's global expansion initiatives and product diversification, the Company's future ownership stake in future therapies emerging from its collaborative research partnerships, the success related to its IP portfolio, the Company's future competitive position in stem cell innovation, future success of its core business, the future costs to the Company related to R&D initiatives, the actual return on investment relative to the Safti-Cell acquisition and those risks and uncertainties contained in risk factors described in documents the Company files from time to time with the Securities and Exchange Commission, including the most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and any Current Reports on

Form 8-K filed by the Company. The Company disclaims any obligations to subsequently revise any forward-looking statements to reflect events or circumstances after the date of such statements.

CONTACT: Cryo-Cell International Inc.  
Investors  
Dianne Will  
518-398-6222  
[dwill@willstar.net](mailto:dwill@willstar.net)

Edelman  
Media Inquiries  
Kristin Boza  
312-233-1295  
[Kristin.Boza@edelman.com](mailto:Kristin.Boza@edelman.com)

Museum of Science & Industry  
Cathy Crowder, Media Relations Specialist  
813-987-6080  
Cell: 813-842-7788  
[ccrowder@mosi.org](mailto:ccrowder@mosi.org)