

November 20, 2008



Stem Cell Preservation: Unique Holiday Gift of Hope and Well-Being

Cryo-Cell's Signature U-Cord(R) and C'elle(R) Gift Cards Provide Consumers with Meaningful and Affordable Gifting Options

OLDSMAR, Fla., Nov. 20 /PRNewswire/ -- This year's holiday season will soon be in full swing. And as consumers continue to face looming economic challenges, the desire to give meaningful and affordable gifts to special friends and loved ones is now more important than ever. For the 2008 holiday gift season, consumers can give the unique gift of hope with stem cell preservation that may potentially save or impact one's quality of life with holiday gift cards from Cryo-Cell, a global leader of innovative stem cell solutions. Also available are holiday gift cards from C'elle, the exclusive and revolutionary service that empowers women with a safe and easy method of collecting and preserving precious stem cells found in her menstrual fluid each month.

Thanks to a variety of elegant gifting options suited to a wide range of budgets, Cryo-Cell's U-Cord and C'elle services may be purchased at various increments, individually or bundled, to create an extraordinary statement to the recipient. Holiday gift cards are available for the following services:

U-Cord(R), Cryo-Cell's stem cell cord blood preservation service. This is the ideal gift for family and friends who are expecting a baby in the near future and want to preserve vital stem cells that are collected from their baby's cord blood. Stem cells found in cord blood are known to treat over 75 diseases including leukemia, anemia, lymphoma, diabetes and cerebral palsy. And more exciting discoveries are happening in stem cell research every day. Imagine a Cryo-Cell holiday gift certificate that is given by co-workers, grandparents, aunts and uncles to welcome the arrival of a newborn.

C'elle(R) is a wonderful gift for women who are not pregnant. C'elle's groundbreaking technology enables women to collect and cryopreserve (store at a very low temperature) stem cells for potential cellular therapies that may emerge in the future. In fact, preliminary scientific research suggests that in addition to potential use by the donor, these stem cells may possibly be used as well in the future to benefit other family members who are genetically related to the donor, such as a parent, sibling or child to treat a number of possibly life-threatening diseases including diabetes, heart disease, osteoporosis, stroke, Alzheimer's and Parkinson's disease. These self-renewing cells may also be possibly utilized for future cosmeceutical treatments, such as anti-aging therapies or sports medicine. Uniquely affordable, a C'elle gift certificate will leave a memorable impression on mothers, daughters, sisters, wives and those special BFFs ("Best Friends Forever").

Protect Baby, Protect Mom(R) is the ultimate combination of services offering the best of both U-Cord and C'elle to protect moms and their newborn baby. This bundled package

enables families to store their child's umbilical cord blood, while providing mom with the opportunity to collect and preserve stem cells found in her own menstrual blood. This option is the perfect gift for both mother and child.

"Now more than ever, meaningful gift-giving with a focus on healthcare and well-being is a thoughtful consideration, particularly as consumers have become more conscientious of how they are spending their money. By giving the gift of stem cell preservation with Cryo-Cell's signature U-Cord; "Protect Baby, Protect Mom"; or the revolutionary C'elle service this holiday season, consumers are able to invest in the potential health and well-being of their special friends and loved ones," said Michelle Fox Kay, Director of Marketing of Cryo-Cell and C'elle. "The gift of stem cell preservation is a memorable gift of well-being and hope that may potentially grow in value over time as therapeutic developments emerge."

For more information about Cryo-Cell and C'elle, or how to purchase gift cards for these services, please visit www.cryo-cell.com or www.celle.com, or call Cryo-Cell at 1-800-STOR-CELL or C'elle at 1-877-892-3553.

About Cryo-Cell International, Inc. (OTC Bulletin Board: CCEL)

Based in Oldsmar, Florida, with over 160,000 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. Cryo-Cell is a publicly traded company. OTC Bulletin Board Symbol: CCEL. For more information, please call 1-800-STOR-CELL (1-800-786-7235) or visit www.cryo-cell.com.

About C'elle

Based in Oldsmar, Florida, C'elle is the first available service that enables women to collect and cryopreserve stem cells collected from their menstrual flow. C'elle is a proprietary service of Cryo-Cell International, Inc., one of the largest and most established family cord blood banks in the nation. C'elle was developed by researchers at Cryo-Cell following the company's discovery of unique and highly prolific stem cells in menstrual fluid. C'elle has the potential to benefit millions of women worldwide, since stem cells found in menstrual blood may potentially be utilized in a broad range of future regenerative therapies to possibly treat a number of debilitating conditions such as heart disease, stroke and diabetes. C'elle stem cells may also have potential to be used in cosmeceutical applications such as anti-aging and sports medicine. For more information on C'elle, please call 1-877-892-3553 or visit www.celle.com.

SOURCE Cryo-Cell International, Inc.