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Cryo-Cell Announces C'elle(SM) Research and Development Collaboration with Cryopraxis Cryobiology Ltd.

Brazilian-Based Global Regenerative Technology Leader to Explore Potential of Menstrual Blood Stem Cells in Endometriosis and Female Urinary Incontinence

Oldsmar, Fla., July 27 /PRNewswire-FirstCall/ --Cryo-Cell International, Inc. (OTC Bulletin Board: CCEL), one of the largest and most established leaders in stem cell innovation today announced a research and development collaboration agreement with Cryopraxis Cryobiology Ltd., a Brazilian-based global regenerative technology leader and stem cell research company. The partnership will allow Cryopraxis to conduct clinical studies using Cryo-Cell's proprietary C'elle(SM) menstrual stem technology (MenSCs) to identify potential future diagnostic and therapeutic uses in endometriosis and stress urinary incontinence in women.

Endometriosis is a painful condition that affects approximately five million American women. The condition is caused when the lining of the uterus grows outside of the uterus, resulting in scar tissue that causes severe pelvic pain and may lead to infertility. Endometriosis is commonly diagnosed through laparoscopic procedures that are painful and invasive. Additionally, women often face an unusually long delay from the onset of their symptoms to diagnosis, with an average delay of ten years.

This partnership will support an exciting new area of research that will investigate potential benefits of a new and non-invasive way to test for endometriosis. The possible diagnostic test will be based on analyses of the menstrual blood stem cells, which will be collected using Cryo-Cell's proprietary C'elle system.

"This research will determine if the stem cells found in menstrual blood can accurately provide a diagnosis that is highly precise, and this approach would offer women the added benefit of being both non-invasive and cost-effective," stated Eduardo Cruz, founder & CEO of Cryopraxis Cryobiology Ltd. "Additionally, this new method would potentially allow for earlier diagnosis of the disease, and subsequently enable women to seek relief from their symptoms sooner."

Cryopraxis will also utilize C'elle stem cells to develop potential therapies for female stress urinary incontinence, a condition primarily caused by a deficiency in the muscles that affect urine flow. Since stem cells isolated from menstrual fluid have the ability to contract, research will determine whether injecting the cells into the urethra would restore the contractility of the muscles and sphincters.

"We are honored to partner with Cryopraxis, a global leader in regenerative medicine and stem cell R&D, to explore the utilization and potential commercialization of Cryo-Cell's proprietary C'elle menstrual stem cell technology in the future development of novel therapies for two debilitating conditions affecting women worldwide," said Mercedes A. Walton, Cryo-Cell's Chairman and CEO. "Millions of women may potentially benefit from the affordable and non-invasive collection of these valuable stem cells today with C'elle service, for the future possible treatment of these two conditions that are painful, pervasive and costly to treat."

The C'elle service is based on Cryo-Cell's expansive IP technology portfolio and 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 potential utilization by the donor or possibly first-degree relatives in a manner similar to umbilical cord blood stem cells. Based on the continued success of MenSCs in the research setting, Cryo-Cell is actively expanding its portfolio of research collaborations with world renowned scientists committed to study this novel stem cell population for a broad range of regenerative therapeutic development.

About Cryopraxis Cryobiology Ltd.

Launched in 2001, Cryopraxis is primarily dedicated to stem cell and tissue banking. Cryopraxis is a leader in stem cell, bone marrow, cord blood research and development. Cryopraxis is committed to science, technology, good laboratory practices and provides high quality service and care for its customers. Cryopraxis has the largest cryogenic storage facility in Brazil and one of the largest in the World. It is the largest umbilical cord blood bank in Brazil. The umbilical cord blood is a safe source of stem cells. For more information, visit www.cryopraxis.com.

About C'elle

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About Cryo-Cell International, Inc. (OTCBB: CCEL.OB)

Based in Oldsmar, Florida, with nearly 185,000 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*.

Forward-Looking Statement

Statements wherein the terms "believes", "intends", "projects" or "expects" 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 uncertainty of market acceptance of any potential service offerings relating to types of stem cells other than cord blood stem cells, including the C'elle service, given that menstrual stem cells and other new stem cells have not yet been used in human therapies, and treatment applications using such stem cells may not be developed and commercialized; or if they are not likely to be developed or commercialized for many years and are subject to further research and development; the need for additional development and testing before determining the ultimate commercial value of the Company's intellectual property relating to the menstrual stem cells; the need to complete certain developments, including completion of clinical validation and testing, before any new process other than C'elle can be commercialized, and the Company's development of its final business and economic model in offering any such service; any adverse effect or limitations caused by recent increases in government regulation of stem cell storage facilities; any increased competition in our business; any decrease or slowdown in the number of people seeking to store stem cells or decrease in the number of people paying annual storage fees; any technological breakthrough or medical breakthrough that would render the Company's business of stem cell preservation obsolete; and any other risk factors described in our filing with the Securities and Exchange Commission. The foregoing list is not exhaustive, and the Company disclaims any obligations to subsequently revise any forward-looking statements to reflect events or circumstances after the date of such statements. Readers should also carefully review the risk factors described in other documents the Company files from time to time with the Securities and Exchange Commission, including the most recent Annual Report on Form 10-KSB, Quarterly Reports on Form 10-QSB and any Current Reports on Form 8-K filed by the Company.

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