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Cryo-Cell CEO Mercedes Walton Invites Women to Share Their Ideas on Self-Care and the Power of Stem Cells

Free C'elle collection and 20 year storage to be awarded to one video entrant through its 'Resolution Revolution' New Year's promotion

OLDSMAR, Fla., Dec. 30 /PRNewswire-FirstCall/ -- Cryo-Cell International, Inc. a global leader in stem cell innovation, resolves to help women inspire and empower each other to take charge of their health in the New Year, and to spark conversations about the promise of stem cells. The company will be accepting video entries for its "Resolution Revolution" contest through January 31, 2010, and details on the event can be found at www.celle.com/resolution.

"This time of year, we often make New Year's resolutions to take better care of ourselves, but the dawn of a new decade is particularly poignant as we look ahead with hope and inspiration at the steps we can take," said Mercedes Walton, CEO of Cryo-Cell International.

"Never in history have we experienced a time of such rapid advances with stem cells, including the use of stem cells from menstrual blood and how they may help women protect their health," she added. "Because women often look to each other for information and inspiration, we're looking to empower them to spread the word through video about what the power of stem cells means to them."

The C'elle service is the first and only one of its kind, empowering women to collect and cryopreserve stem cells from their menstrual flow.

Stem cells from menstrual blood are proven to be a rich source of stem cells which proliferate rapidly and have the ability to become many different types of cells such as cardiac, neural, bone, fat and cartilage.

These stem cells are a potential source for promising regenerative therapies to treat stroke, cardiac, diabetes, breast cancer, spinal cord injury, chronic wounds, Alzheimer's and other debilitating diseases.

Since launching its proprietary service, the company continues to expand research and development initiatives worldwide in order to accelerate the potential diagnostic and therapeutic benefits of these unique stem cells. Cryo-Cell partnered with the National Institutes of Health (NIH) Clinical Center, where research is underway to better understand the C'elle stem cells and their potential benefit for the treatment of breast cancer. It also has entered research and licensing agreements with several other organizations to identify potential future diagnostic and therapeutic uses for endometriosis and stress urinary incontinence in women and regenerative medicine specific to wound healing. In 2009, the

service was licensed in China, Thailand and Brazil.

**For more information, or to schedule an interview with Cryo-Cell International executives, please contact Monica Kozak at (203) 545-1055;
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About C'elle

The C'elle(SM) 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.

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

Based in Oldsmar, Florida, with nearly 200,000 clients worldwide, Cryo-Cell is a global leader in stem cell innovation. 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.

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