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**PACIFICORD OPENS ITS FIRST CORD BLOOD BANKING CENTER  
IN IRVINE, CALIF.**

***Region's Premiere Family Cord Blood Bank  
Offers Exclusive Cord Blood Concierge™ Service, State-of-the-Art Laboratory,  
and Classes for Community Education and Outreach***

**IRVINE, Calif. (March 9, 2009)** – Dedicated to serving the private cord blood banking needs of its local community, PacifiCord today announced the grand opening of its U.S. headquarters and **Cord Blood Banking Center** in Irvine, Calif. The opening gives PacifiCord the distinction of being the only cord blood banking provider in Southern California's seven-county region to offer clients its exclusive Cord Blood Concierge™ Service – which includes in-person facility tours and consultations, hand-transported cord blood services and regular perinatal and newborn education programs.

Strategically located in Orange County, halfway between Los Angeles and San Diego counties, the new PacifiCord facility includes a state-of-the-art laboratory; facilities for analyzing, processing and storing cord blood; a client reception area; and classes with a resident healthcare educator on cord blood banking and other important topics of interest to expectant parents. PacifiCord is a California state-licensed cord blood bank and an FDA-registered establishment for human cell, tissues and tissue-based products.

Grand opening ceremonies for the PacifiCord Southern California Cord Blood Center are scheduled for **March 16, 2009, at 5:30 p.m.** at 185 Technology Drive, Suite 150, Irvine, Calif. A highlight will be **Peter J. Donovan, Ph.D., co-director of the Stem Cell Research Center at the University of California, Irvine**, who at 6:00 p.m. will discuss the latest research on the use of stem cells in regenerative medicine.

“The use of stem cells in regenerative medicine has opened a new frontier in medicine – the potential of which is just being realized,” said Donovan. “From treating heart disease, diabetes, Parkinson’s disease to spinal cord injuries, stem cells hold the ability to both restore and give rise to a wide range of cell types in the body. With support from organizations such as PacifiCord, we are able to increase awareness about the therapeutic benefits of stem cells and further its use in medicine.”

“Cord blood banking and the preservation of life-saving stem cells may be the greatest gift a parent can give their newborn,” said Dan Segal, president and CEO of PacifiCord. “At PacifiCord, we make it easier for expectant parents in Southern California to choose cord blood banking. What sets PacifiCord apart from our competitors is our exclusive **Cord Blood Concierge™ Service**, which includes local hand-delivered pick-up, collection and storage which speeds processing time in order to retain viability of the stem cells. Additionally, we offer clients in-person consultations, site visits and educational seminars to make the process as reassuring and informative as possible.”

“In addition to personal service, PacifiCord employs two key technologies used by many of the world’s leading public cord blood banks – **AXP™ AutoExpress™** for automated processing, and **BioArchive®** liquid nitrogen system for storage – to provide optimal results from end-to-end for our clients,” adds Segal.

According to Segal, PacifiCord, as part of the HealthBanks Biotech Group, shares a long history of supporting the science of cord blood stem cells by conducting original research, as well as providing financial support to research programs that are pushing the science forward in the field of regenerative medicine and stem cell therapies.

### **PacifiCord’s Cord Blood Concierge Service and the Industry’s Best Practices**

PacifiCord’s **Cord Blood Concierge Service** offers expectant parents unprecedented personal service, education and access to staff for decision-making ease. The service includes an in-person meeting at home or other location with a PacifiCord representative, and a tour of the PacifiCord laboratory and cryogenic storage facility. PacifiCord also employs a resident healthcare educator dedicated to informing expectant parents and local healthcare communities about matters ranging from prenatal care to cord blood stem cell science.

Additionally, PacifiCord goes beyond mere acceptable cord blood industry practices by striving to provide optimal results every step of the way, giving assurance and confidence that their client’s stem cells will be viable in the future. PacifiCord utilizes state-of-the art equipment typically utilized by many of the world’s leading cord blood banks, such as **AXP AutoExpress** for automated processing and **BioArchive** liquid nitrogen storage system. It also processes most cord blood units within 24 hours of collection versus the industry’s acceptable standard of 48 hours.

**About PacifiCord**

Based in Irvine, Calif., PacifiCord is part of the HealthBanks Biotech Group, which for nearly 10 years has been a leader in cord blood stem cell processing, storage and research. PacifiCord and HealthBanks Biotech were the first family banks in the world to adopt the optimum methods and technologies of the world's leading public cord blood programs, thereby setting a new standard that few other family banks can match.

PacifiCord is a California state-licensed cord blood bank and an FDA-Registered Human Cell, Tissues and Cellular and Tissue-Based Products (HCT/P) Establishment.

For more information about PacifiCord or to obtain a free information kit, please visit [www.PacifiCord.com](http://www.PacifiCord.com) or contact toll-free at (888) 379-CORD (2673).

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