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Media Contact:

Gina Urquizu

PacifiCord

(888) 379-CORD (2673)

gurquizu@pacificord.com

PACIFICORD FAMILY CORD BLOOD BANK NAMES BOB KURILKO AS PRESIDENT AND CEO

IRVINE, Calif. (July 22, 2009) – Southern California’s premiere family cord blood bank, PacifiCord (www.pacificord.com) today announced Bob Kurilko as president and chief executive officer of its U.S. headquarters and Cord Blood Banking Center in Irvine, California. As of June 15th, Kurilko serves as the strategic visionary and oversees PacifiCord’s business and laboratory operations. With nearly 25 years of sales, marketing, and operations experience, Kurilko specializes in working with niche, mid-size companies to help them become market leaders in their industry.

“We are now beginning to realize the therapeutic potential of stem cells in cord blood,” said Kurilko. “Our goal at PacifiCord is to establish ourselves as Southern California’s leader in family cord blood banking by combining global best practices in processing, freezing and storage with proven business systems and providing our clients with our high-touch, value added Cord Blood Concierge™ Service.”

Prior to joining PacifiCord, Kurilko served as executive vice president and general manager of Aspen Marketing Services following its acquisition of Newgen Results. Kurilko also served as vice president of Edmunds.com where he oversaw strategic planning, sales, product development and marketing. He also worked at Nissan North America, where he was selected by executive appointment to be the first American to work directly for the parent company, Nissan Motor Limited, in Tokyo, Japan.

Kurilko was born in Willoughby, Ohio and received his bachelor of science in mechanical engineering from the University of Pittsburgh. He also has earned a master of business administration from Edinburgh Business School in the UK. Kurilko resides in Lake Forest, California.

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 or contact toll-free at (888) 379-CORD (2673).

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