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**ReproCELL Inc. announces the launch of a newline of human  
iPSC derived Alzheimer’s disease model neural cells**

Yokohama, Kanagawa, Japan – ReproCELL Inc. (ReproCELL, CEO: Chikafumi Yokoyama, Ph.D. JASDAQ: 4978) announced today

that the company will launch a new line of human iPSC cell derived Alzheimer’s disease model neural cells, “ReproNeuro Glu-AD” based on gene modification technology and iPSC cell technology in November, 2013. ReproCELL launched the world’s first human iPSC cell derived Alzheimer’s disease model neural cells, “ReproNeuro Ach-AD” in July 2012. The cells have been used by pharmaceutical companies and academic research institutes for Alzheimer’s disease research. Newly launched “ReproNeuro Glu-AD”(glutamatergic neuron) is different from “ReproNeuro Ach-AD”(cholinergic neuron) in terms of neural cell type and function.

It is known that the decrease in acetylcholine content in the brain and abnormality in the glutamatergic neuronal system are associated with the onset of Alzheimer’s disease. These two disease model neural cells, “ReproNeuro Glu-AD” and “ReproNeuro Ach-AD” can provide researchers with valuable tools for drug screening and discovery in the field of Alzheimer’s disease research.

“ReproNeuro Glu-AD” is suitable for mass production and is shipped frozen like our existing human iPSC derived product line, enabling delivery worldwide.

ReproCELL has a great interest in contributing to Alzheimer’s disease research and drug development through our Alzheimer’s disease model cells, “ReproNeuro Glu-AD” and “ReproNeuro Ach-AD”.

<About ReproCELL, Inc.>

ReproCELL Inc. was established in 2003 with the goal of contributing to people’s health and welfare through the development of stem cell technologies by stem cell pioneers, Prof. Norio Nakatsuji from the Institute for Integrated Cell-Material Sciences, Kyoto University, and Prof. Hiromitsu Nakauchi from The Institute of Medical Sciences, The University of Tokyo.

ReproCELL is a world-leading pioneer in commercializing reagents for ES/iPSC cells and human pluripotent stem cells as an effective tool for drug discovery and development. The company has successfully launched human iPSC cell-derived cardiomyocytes, followed by the launch of human iPSC cell-derived neurons, Alzheimer’s disease model cells and hepatocytes for drug discovery. For more information, please visit <https://www.reprocell.com/en/>