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**ReproCELL Inc. announces the launch of
“ReproHSC”, culture medium for human hematopoietic stem cells**

Yokohama, Kanagawa, Japan – ReproCELL Inc. (ReproCELL, CEO: Chikafumi Yokoyama, Ph.D. JASDAQ: 4978) announced today that the company will launch “ReproHSC”, culture medium for human hematopoietic stem cells co-developed with Nissan Chemical Industries, LTD (Tokyo, Japan, President: Kojiro Kinoshita) in December, 2013. The company will begin offering samples of “ReproHSC” in November, 2013.

Hematopoietic stem cells, found in bone marrow and cord blood, can be differentiated into many cell types such as erythrocytes, leukocytes, and blood platelets. While hematopoietic stem cell transplant (bone marrow transplant / cord blood transplant) has been utilized as an effective method of therapy for diseases such as leukemia, chronic myelodysplastic syndrome, and aplastic anemia, there are limitations due to shortage of donors.

Cord blood is a prospective source of cells for transplant because its collection is non-invasive for donors. However, the numbers of samples which can be used for transplant is limited because the volume of collected cord blood is small. In addition, the number of cells in collected cord blood is also small. Against such a background, technology development to expand hematopoietic stem cells in vitro is studied vigorously worldwide.

ReproHSC contains a novel, low molecular weight compound that dramatically increases the expansion of hematopoietic stem cells..

ReproCELL expects that ReproHSC will greatly accelerate hematopoietic stem cell research. The medium will also be targeted for clinical applications such as cord blood transplant and regenerative medicine in future.

ReproCELL has a great interest in contributing to regenerative medicine and drug development.

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