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**ReproCELL Inc. announces the launch of “ReproUNUS”,  
tailor-made human iPS cell derived disease model cells.**

Yokohama, Kanagawa, Japan – ReproCELL Inc. (ReproCELL, CEO: Chikafumi Yokoyama, Ph.D.

JASDAQ: 4978) announced today

the upcoming launch of “ReproUNUS” in November, 2013. ReproUNUS is a tailor-made human iPS cell derived disease model developed in collaboration with Takara Bio Inc. (Takara, Shiga, Japan, President: Koichi Nakao, TSE Mothers: 4974).

With the launch of RepoUNUS, ReproCELL will be able to customize human iPS cells to a customer’s specific request. The product is a combination of human iPS cell development expertise provided by ReproCELL, and novel gene editing techniques from Takara.

Genes of interest vary by customer such as pharmaceutical companies and academic research institutes. ReproCELL can cover those different interests by offering tailor-made disease model cells using the above mentioned technologies. ReproCELL has already launched Alzheimer’s disease model neural cells by using similar technology in July, 2012. Since the launch of the Alzheimer’s disease model neural cells, many pharmaceutical companies and academic institutes have inquired into applying similar technology to develop additional disease model cells. ReproUNUS highly expected to be applied to drug screening and investigation into causes of disease.

ReproCELL will expand the catalog of disease model cells with the launch of ReproUNUS.

ReproCELL expects that ReproUNUS will expand the iPS cell related business considerably.

ReproCELL has significant interest in contributing to advancements in 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/>