



FOR IMMEDIATE RELEASE

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PACIFICORD OFFERS SPECIAL MILITARY PROGRAM

Region's Premiere Family Cord Blood Bank Provides 30 Percent Discount and Special Financing to Military Families Who Bank Their Baby's Cord Blood

IRVINE, Calif. (August 11, 2009) – Dedicated to serving the private cord blood banking needs of Southern California, PacifiCord (www.pacificord.com) today announced it is extending a 30 percent discount to active duty military families who bank their baby's cord blood with PacifiCord.

“As a previous military officer, I recognize the special contributions that our troops make to our country every day, and it’s a pleasure to give them easier access to potentially life altering medical treatments,” said Bob Kurilko, President and CEO of PacifiCord. “While stem cells represent an exact human leukocyte antigen (HLA) match for the child, there is also the possibility those same stem cells will be a match for the serviceman or woman or other members of the family. With regenerative medicine rapidly advancing, it is great to know that should that child or a family member need stem cells to treat and/or cure spinal cord injury, traumatic brain injury, Parkinson’s, Alzheimer’s, heart disease or repair failed soft tissue and/or organs, they’ll have all options available to them.”

PacifiCord, located in Irvine, is centrally located to most of California’s military bases thereby making it an ideal choice for military families. Proximity means Southern California-based military families can take advantage of PacifiCord’s Cord Blood Concierge™ Service. This service includes in-person consultations, complementary tours of PacifiCord’s laboratory, hand couriered cord blood pick up, processing within 24-hours of collection and free prenatal classes offered throughout Southern 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

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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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