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PACIFICORD TO HOST FIRST CORD BLOOD EDUCATIONAL EVENT FOR SOUTHERN CALIFORNIA OBSTETRICIANS

Region's Premiere Family Cord Blood Bank Brings Together Local Obstetricians and National Experts on Cord Blood and Stem Cells

IRVINE, Calif. (July 23, 2009) – Dedicated to serving the private cord blood banking needs of Southern California, PacifiCord (www.pacificord.com) today announced they are hosting a private event for Southern California Obstetricians on Saturday, July 25th whereby invited guests will tour PacifiCord's working laboratory and listen to presentations from nationally acclaimed experts in the fields of cord blood banking, stem cells and perinatal obstetrics.

"When it comes to driving awareness of cord blood, obstetricians are on the front line," said Bob Kurilko, President and CEO of PacifiCord. "With the state of California requiring obstetricians to inform their patients of their cord blood banking options, we realize many obstetricians are not fully knowledgeable of what those options are or what strides have been made in the field of stem cell research and development that would be of interest to their patients. As a result, with this event, we aim to educate and drive awareness around the current and potential value of cord blood and stem cells."

Experts speaking at PacifiCord's event include: Dr. Jan Nolta, Professor and Director of the Stem Cell program at the University of California, Davis. Dr. Nolta will be discussing, "Non-Hematopoietic Uses of Cord Blood." Phil H. Coelho, President of PHC Medical and inventor of the BioArchive® and AXP™ AutoXpress™ systems who will cover, "Technology of Cord Blood Banking: What Matters. And, Dr. James T. Kurtzman, MD, FACOG, Associate Professor, Department of OB/Gyn Division of Maternal-Fetal Medicine at the University of California, Irvine. Dr. Kurtzman will discuss, "Prediction of Preterm Delivery: Unveiling the Spectrum of Risk with Increased Precision"—a topic of interest among many practicing obstetricians.

"Given the event's positive response, I foresee PacifiCord hosting additional events of this type," added Kurilko. "It's a great opportunity to bring experts and medical professionals together for the benefit of their patients and the science of cord blood and stem cells."

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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