



## **PRESS RELEASE:**

# **HemoGenix® and ArunA Biomedical Announce Co-Marketing Partnership**

**April 8, 2011**

Athens, Georgia - ArunA Biomedical, Inc. a leader in the development and commercialization of products derived from human stem cells and HemoGenix®, the first company to offer true, in vitro high throughput screening hemotoxicity assay services, announced today that they have entered into a Non-Exclusive Co-marketing Agreement for ArunA's STEMEZ™ brand of Human Embryonic Stem Cell derived cell lines and HemoGenix® LUMENESC™ and LumiSTEM™ branded products.

The companies plan to combine their individual areas of expertise in ArunA's human stem cell derived products and applications with HemoGenix® Bioluminomics™ technology to create validated human cell based assay systems for toxicology research.

"Our combined efforts to provide representative human cells with a fast, accurate and multiplex amenable ATP detection system will hasten advances in drug safety and discovery as well as environmental toxicology" said ArunA co-founder and CSO, Steven Stice.

"ArunA's stem cell derived cell lines coupled with our bioluminomics™ technology is a hand in glove fit that can provide one of the most advanced safety and toxicity testing platforms available" said Ivan Rich, founder and CEO of HemoGenix®.

### **About ArunA Biomedical:**

ArunA Biomedical, Inc. is a privately held biotechnology company dedicated to the discovery, manufacturing and commercialization of emerging new technologies in human stem cell research. ArunA is the first company to commercialize products derived from human embryonic stem cells and sees its proprietary adherent monolayer technology as a catalyst leading to the discovery of novel therapeutic compounds, tests for neurotoxicity and breakthroughs in understanding human development and diseases.

**About HemoGenix® , Inc:**

HemoGenix® is a privately held contract research company and a leader in assay development with Bioluminomics™ technology that benefits a wide variety of applications. The LumiSTEM™ and LUMENESC™ assay platforms are for primary stem and explanted cells, stem cell lines and mesenchymal stem cells. They compliment HALO®, the first bioluminomics™ in vitro assay platform developed by HemoGenix® for blood stem cell toxicity testing. These assays are a simple and fast alternative to other absorbance or fluorescence assays providing greater sensitivity, reliability and reproducibility.

This press release contains forward-looking statements regarding the company's potential impact on science research, patient therapies and collaborations with third parties. Certain conditions could alter the outcome or progress of these statements including but not limited to unexpected manufacturing issues, product performance and quality control / assurance issues. Forward looking statements are based on the opinions, beliefs and expectations of the company or individuals quoted in the press release and the company does not assume any obligation to update these forward-looking statements if circumstances change.

**ArunA Biomedical, Inc**  
Tracey Worthington Stice  
VP Operations  
706-542-9191

**HemoGenix® , Inc**  
Ivan N. Rich, PhD  
Founder & CEO  
719-264-6250

