

# CORD BLOOD *America, Inc.*



CORPORATE PROFILE

## COMPANY

### *overview*

There is uniformity in the belief that stem cells will play a key role in fighting disease as we move forward through this century. Some scientists are confident that stem cells will launch a new era in medicine, perhaps even curing some of our most intractable diseases. The umbilical cord which, at birth, traditionally has been thrown away, contains a rich store of stem cells. Cord Blood America, Inc., through its wholly owned subsidiaries, CorCell Companies Inc., and Cord Partners, Inc., markets a service to preserve the umbilical cord blood in a patented process for future use exclusively by the donating family. The collection takes less than five minutes, is painless, easy and non-invasive. Cryogenically preserved umbilical cord stem cells have already been used to treat 75 major diseases, including leukemia, severe anemia, metabolic blood disorders and immune deficiencies. This list is guaranteed to grow as medical research learns more about the incredible healing power of stem cells.

## CORPORATE

### *strategy*

What Cord Blood America offers is the proverbial once in a lifetime opportunity. You can't give birth to the same child twice. That is why marketing, and education, is such an important factor in this sector. Cord Blood America has assembled an experienced marketing team second to none in the industry. CBAI has nurtured deep relationships with healthcare insurance providers in key cities to drive the message to the parents when the insurance company is notified of that parent's pregnancy.

This is a growth industry: Only a few years ago, five percent of the four million women in the U.S. giving birth knew about preserving their umbilical cord blood and two percent of these took advantage of this life-saving procedure. The number of cord blood samples stored has since been growing by 50 percent a year, and more than four percent of all those giving birth now preserve the umbilical cord. Cord Blood America intends to be number one in educating about the advantages of these cord blood banking services and then to be the top performer in signing new families to utilize its services. The

Company already had revenues topping \$4.2 Million in 2008. In addition to cord blood stem cell storage, Cord Blood America intends to be one of the largest cryogenic storage facilities in the world. The Company has begun construction of a 17,000 square foot facility in Las Vegas, Nevada. It is set to open in the 4th quarter of 2009. Once open, the facility will have capacity for storage of close to 1 million blood and tissue samples. When that capacity is reached, CBAI will build another one. With the large facility, Cord Blood America will introduce processing and storage of other cell and tissue samples, such as adipose and peripheral blood stem cells. The Company believes it will start processing these cellular samples sometime in 2010.

## COMPANY

### *products*

Cord Blood America's product is similar to an insurance policy, providing strong peace of mind. The preserved umbilical cord blood is saved specifically for the donating family. Besides current uses, medical research is ongoing on how to use these cells to combat heart disease, Parkinson's disease, spinal cord injuries, sickle cell anemia, cancer and other difficult diseases to treat. Researchers postulate that the cells they remove from the umbilical cord blood can someday be turned into every single tissue in the body, making, for instance, the repair of a damaged heart possible, or facilitating recovery from a stroke by turning stem cells into brain cells. Cord blood has proven to contain the kind of stem cells that can be turned into red blood cells and disease-fighting white blood cells. They also totally avoid all the controversies involved with stem cells from other sources such as embryonic stem cells.

Future products may include but not limited to storage of peripheral blood stem cells, adipose tissue stem cells, and bone marrow stem cells.

*continued*

*“Call it (cord blood storage) what you want; an insurance policy, a safety blanket, peace of mind – for us it’s a ‘Birthday Gift’ that really does last a lifetime. Storing our son’s cord blood with Cord Partner’s was an easy decision.”*

— Craig and Karen Irwin, valued Cord Partners’ customers

## COMPANY

### management

#### **MATT SCHISLER, Founder, Chairman and CEO:**

Mr. Schissler is a quintessential entrepreneur, with a track record of performance in founding companies, turning them into successes, opening markets and finding new business opportunities. Among these are Cord Blood America, Cord Partners, Pyrenees Investments, LLC and Rainmakers International, Inc., an advertising agency. Mr. Schissler also held key management sales positions at publicly traded TMP Worldwide, Inc., where he pioneered a new business model to increase revenues and profits. At that staffing firm, he managed more than 200 sales personnel.

#### **JOE VICENTE, Chief Operations Officer:**

Mr. Vicente has a long, successful history in assisting emerging growth companies, focusing on acquisitions, operational practices and efficiencies and sales management. He also served as Senior Vice President at TMP Worldwide, holding key strategic, operational and sales management positions.

#### **STEPHANIE SCHISLER, Founder and Consultant:**

At Cord Partners, the wholly owned subsidiary, Ms. Schissler built, from the ground up, a customer oriented marketing program focused on providing the information and education necessary to allow parents to make this crucial decision.

#### **MARION MALONE, Vice President Business Development:**

Ms. Malone has over 25 years experience in business development, mergers and acquisitions and business expansion planning both in the United States and Europe in a variety of service industries. Her background includes 15 years in business development as an investment banker for Barclays Bank and Prudential Insurance in New York, followed by 5 years in a series of management consulting assignments. Ms. Malone has been employed by CorCell since 2004, focusing primarily on partnership development between the cord blood banking business and the primary players in the health care industry such as insurance companies, hospitals and disease management companies.

#### **BRIAN POCKETT, Vice President Operations:**

Mr. Pockett has more than 30 years professional experience in operations, business development, marketing, sales and financial and grant development. He has served as a consultant on global distribution, product development, commercialization, investment and intellectual properties for some of the largest companies in the U.S. He also served as Managing Director and Chief Operating Officer for Bio-Matrix Scientific Group Inc.

#### **DR. GEOFFREY O'NEILL, Director of Lab Operations:**

Dr. O'Neill was Laboratory and Scientific/Medical Director for Cryo-Cell International Inc. in Florida and was Laboratory Director for the Bio-Matrix Scientific Group Inc., a San Diego biotech research and development firm in the stem cell sector. He received a Ph.D. in Immunology from the University of Glasgow, Scotland, and is the author or co-author of more than 75 publications in his field in which he has won a number of significant honors.

## RECENT

### accomplishments

- **January 6, 2009 - Launched social media campaign to start the conversation about stem cells. Around this time, we also stated our mission for 2009. We said Cord Blood America, Inc. is focused on three key pillars of success for 2009: Organic growth, acquisitions and debt reduction leading to a healthy balance sheet.**
- **Feb 9, 2009 - After the current administration announced its plan and support of stem cell research in the United States, Cord Blood America is listed on the ETF Innovators Stem Cell index.**
- **Feb 12, 2009 - CBAI announces \$1M reduction in long term debt.**
- **Feb 25, 2009 - CBAI announces a restructuring of long term debt to free up cash flow for the company.**
- **March 5, 2009 - CBAI was noted as the top stock performer on ETF Innovators Stem Cell index.**

## mission

Cord Blood America's mission is to become the most respected, globally dominant stem cell storage company. Cord Blood America is dedicated to becoming the industry leader, through both internal growth and accretive acquisitions, in the life-saving industry of storing stem cells including umbilical cord blood taken at the time of birth for the future. Excelling in consumer marketing, Cord Blood America will bring this story of nature's insurance policy to every family in America.

## COMPANY

### data

**Headquarters:** Las Vegas, NV

**Stock symbol:** OTC BB: CBAI

**Market Cap:** \$7.8 million

**52 Week Range Stock Price:** \$0.0013 - \$0.024

**Common Shares Outstanding:** 2,611,087,327

**Float:** Approximately 2.3 billion shares

**Fiscal Year Ends:** December 31

**Web sites:** Investor: [www.cordblood-america.com](http://www.cordblood-america.com)

Consumer: [www.corcell.com](http://www.corcell.com)

## FINANCIAL

### summary

PERIOD ENDING	31-Dec-08	31-Dec-07	31-Dec-06	31-Dec-05	31-Dec-04
Total Revenue	\$4,169,949	\$5,811,267	\$3,328,000	\$2,278,000	\$752,000

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### Forward-Looking Statements

Some statements made in this Corporate Profile are forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. We use words such as "anticipate," "believe," "expect," "future," "intend," "plan," and similar expressions to identify forward-looking statements. These statements including those related to the growth of the industry, new stem cell treatments, and the Company's performance, are only predictions and are subject to certain risks, uncertainties and assumptions. Additional risks are identified and described in the Company's public filings with the Securities and Exchange Commission. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company's past performance is not necessarily indicative of its future performance. The Company does not undertake, and the Company specifically disclaims any obligation to update any forward-looking statements to reflect occurrences, developments, events, or circumstances after the date of such statement.