



Overview

American CryoStem Corporation (“Company”) has developed and markets, a proprietary core processing platform for Adipose (fat) Derived Adult Stem Cells. The Company is in the business of collecting, processing, and long term storage of adult stem cells, allowing healthy individuals to privately preserve their stem cells for future use in cell therapy at an affordable price. Adult Stem Cells are currently being used in the emerging field of regenerative medicine to potentially heal one’s own body of over 100+ diseases and chronic conditions. Our proprietary platform provides a streamlined and affordable method to process and cryopreserve Adipose Tissue and Adipose Derived Stem Cells (ADSC) for autologous (self) use in humans.

Adipose Derived Stem Cell (ADSC) applications for future use in regenerative medicine support tissue repair and cell therapies to expedite healing of wounds and burns, joints, bone, muscle, tendons and ligaments. Most notably, common diseases targeted are Cardiovascular Disease, Cancer, Stroke, Central Nervous Disorders and Diabetes. Applications immediately available include the use of processed Adipose Tissue as biocompatible fillers in cosmetic and reconstructive surgery.

Specifically, our service consists of the following:

1. Collecting an individual’s Adipose Tissue (fat) through a participating Doctor.
2. Processing the tissue in our laboratory to separate the Adult Stem Cells
3. Cryo-storing the Adipose Tissue and ADSC for immediate use or long-term storage.

The ADSCs are prepared and cryopreserved in their raw form without manipulation, bio-generation or the addition of biomarkers or other materials, making them suitable for use in cellular treatments currently offered by existing and planned treatment centers worldwide. Adipose tissue may also be cryopreserved for applications in plastic, cosmetic and reconstructive surgery.

Affordably preserving ADSCs today provides any consumer with the innovative opportunity to take advantage of tomorrow’s emerging field of Regenerative Medicine: healing the body through one’s own stem cells. Storing at ‘as young an age as possible’ is recommended because stem cells lose their capacity to self-renew as we age. Science reveals that the abundance of hearty adult stem cells in adipose tissue along with the ability to easily and economically collect large amounts of cells in a single procedure provides a unique approach that holds key advantages over stem cells from other sources.

STOCK SYMBOL

(OTCQB: CRYO)

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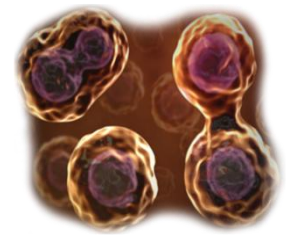
AUDITOR:

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ACCOUNTING FIRM:

Donald Devine & Company

We have the foundation in place for a nationwide network of doctors to easily collect adipose (fat) tissue, ship the tissue to our laboratory where it is processed into stem cells, and then stored in our cryogenic preservation facility for future use. Additionally we have identified and are partnering with forward thinking trade organizations, equipment manufacturers/distributors and hospital/surgical centers to further expand new revenue opportunities for doctors through development of ADSC applications. Accordingly, our customers are both physicians and individuals who believe we are on the cusp of medical science concerning autologous adult stem cell technology, as currently practiced throughout Europe and Asia.



Mesenchymal Stem Cells

American CryoStem management has developed a multistage revenue model consisting of two (2) identified profit centers to grow new and recurring revenue to capitalize on the \$25 Billion stem cell market; Processing revenue margins of 40% and recurring storage revenue margins of 90%. This methodology combined with our FDA laboratory facility and storage outsourcing philosophy allows the Company to maintain significant operating margins as the Company expands.

Business Development and Marketing

The Company is engaging in a comprehensive integrated marketing campaign consisting of various media to initiate social collaboration and community thereby promoting awareness and adoption of our Adult Stem Cell Service. The initial approach is a 'Top Down Push', targeting medical professionals, to disseminate scientific research and empirical based evidence that supports cellular medicine through the use of Adult Stem Cells. Specifically, to educate doctors, surgeons and potential clients on the significant benefits of Adult Stem Cell collection and storage, the company is employing an extensive advertising and sales campaign "Go-To-Market" strategy to drive this general awareness. The essence of this strategy is to reach the end-customers as quickly as possible and to accelerate the adoption curve of our service. In addition, the Company plans to utilize outside marketing resources and organizations to increase the number of surgeons who collaborate with us. American CryoStem's service introduction will be through a select group of surgeons that will ensure control of growth, while we identify appropriate partners, vendors and service providers in other regions of the country. Conceptually, the Company plans to operate a "cookie-cutter" model, opening additional facilities as demand and the acceptance of the services and our business model increases with plastic/cosmetic surgeons, hospital/surgical centers, and consumers.

Competition

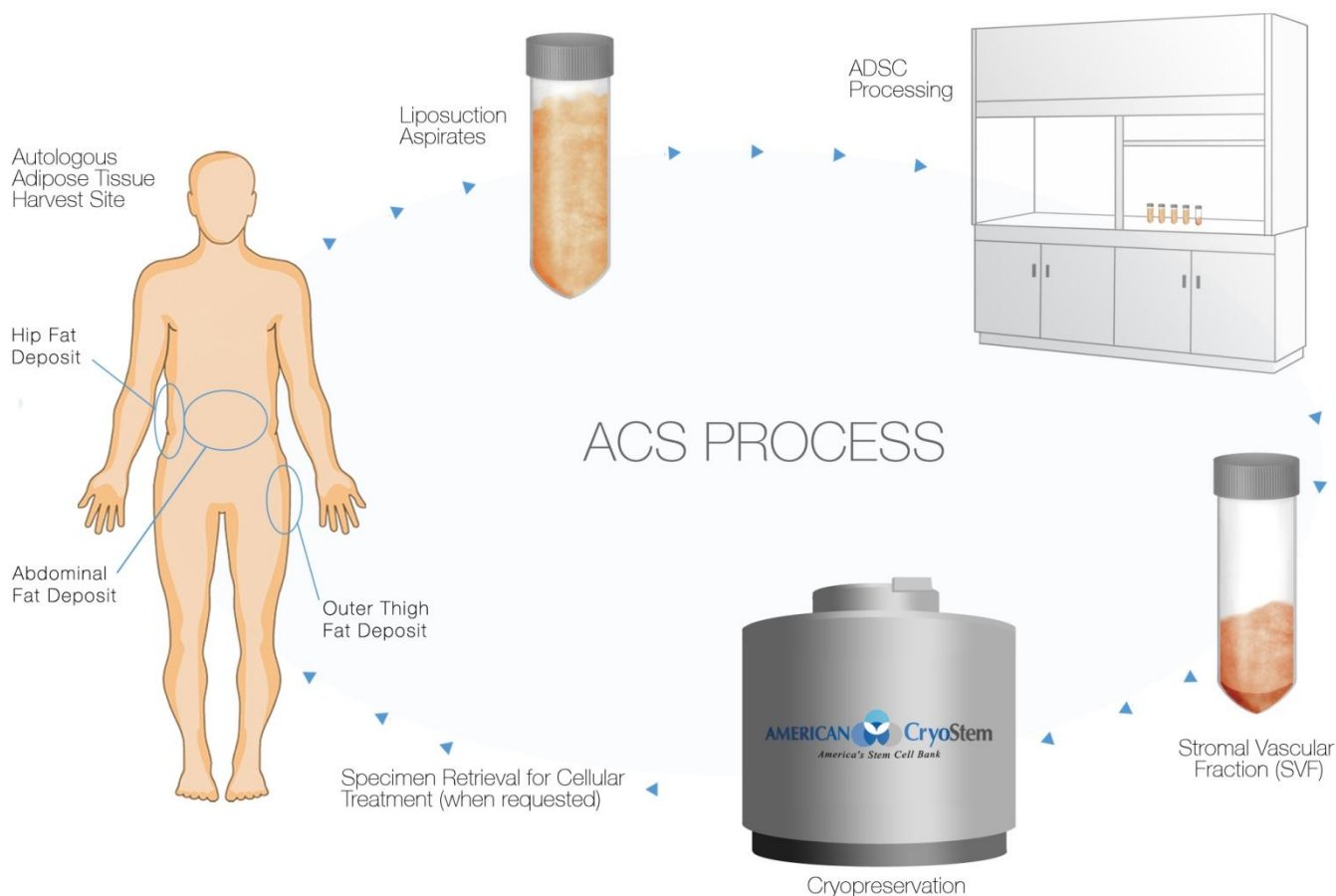
There are several companies that offer stem cell storage. Stem Cell Assurance, Assure Immune and NeoStem, offer apheresis in a blood based service model, which requires powerful drugs and is significantly more expensive and yields substantially lower volumes of stem cells per milliliter than ACS's proprietary adipose tissue methodologies. We also generally consider companies such as: Cryo-Cell International (CCEL.OB) and Cord Blood America (CBAI.OB) as competitors because they are engaged in other forms of stem cell collection and storage, specifically umbilical cord and placenta blood. Presently, there are two companies planning to offer new devices designed for adipose tissue collection, Bioheart and Cytori Therapeutics. Both companies are very expensive and offer freestanding devices for adipose tissue processing that are not approved for use in the United States; neither is involved in U.S. clinical trials for such approval presently.

Barriers to Entry

In addition to the significant time to market which includes standard operating procedure development, laboratory build-out and validation, the basic barriers to market entry are: (i) access to proprietary methodologies and patented processes; (ii) unique information management systems; (iii) retention of qualified scientific researchers and personnel focused on the processing and storage of tissue and tissue derived cellular material; (iv) the ability to access a properly validated clinical laboratory operating under current good tissue practice (cGTP) and current good manufacturing practice (cGMP) regulations of the FDA; and (v) a cryogenic storage facility that is fully licensed and qualified.

Milestones

- Developed our proprietary collection and processing methodology for Adipose Tissue and ADSCs
- Identified seven (7) patentable processes and devices; five (5) applications initiated; first patent filed June 2010
- First Laboratory completed and required processing validation work begun
- Engaged our national cryopreservation storage partner
- Filed trademark: “American CryoStem”, “America’s Stem Cell Bank” and “Collect”
- Enrolled initial participating Doctors
- Industry acceptance
- Opened commercial processing laboratory in New Jersey



Note: If you would like to receive further communication in email form please visit us at www.americancryostem.com and enter your email address.

Any statement set forth above that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current expectations, as of the date of this press release, and involve certain risks and uncertainties. Forward looking statements include statements herein with respect to the potential use of adult stem cells for the treatment of disease and for regenerative purposes, about which no assurances can be given. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of various factors. Factors that could cause future results to materially differ from the recent results or those projected in forward-looking statements include the "Risk Factors" described in the Company's filing with the Securities and Exchange Commission. The Company's further development is highly dependent on future medical and research developments and market acceptance, which is outside its control. This Profile of American CryoStem was developed by the Company, is intended solely for informational purposes and is not to be construed as an offer to sell or the solicitation of an offer to buy the Company's stock. This Profile is based upon information available to the public, as well as other information from other sources which management believes to be reliable but is not guaranteed by American CryoStem as being accurate nor does it purport to be complete. Opinions expressed herein are those of management as of the date of publication and are subject to change without notice.