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FOR IMMEDIATE RELEASE

Rainbow Scientific, Inc.

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Rainbow Scientific, Inc. announces availability of human mesenchymal stem cell differentiation media

Provides North American researchers access to complete serum-free, xeno-free platform for growth and differentiation of hMSC

Windsor, CT (July 29, 2015) – Rainbow Scientific, Inc. (RSI), a North American distributor of Biological Industries' (BI) advanced cell culture products, announces the availability of BI's line of human mesenchymal stem cell (hMSC) differentiation media, MSC go. Recently launched by Biological Industries, these stem cell differentiation media offer a complete system for multipotency evaluation of hMSCs and reliable induction of hMSCs into adipocytes, chondrocytes and osteoblasts/osteocytes.

The addition of differentiation media extends BI's platform for hMSC, allowing researchers to perform initial isolation and expansion, long term expansion and cryopreservation, and differentiation using a single, high quality serum-free, xeno-free source. The complete line includes MSC attachment solution, MSC NutriStem®-brand growth medium, MSC dissociation solution, MSC freezing medium, and MSC go differentiation media.

MSC go differentiation media are designed to be user friendly and contain all the growth factors and supplements necessary for the direct differentiation of hMSC from various sources. The absence of fetal bovine serum and xenogenic compounds eliminate the potential drawbacks of unwanted background differentiation and interference with cell metabolism. The media were validated for hMSC from various tissues including BM-hMSC, AT-hMSC, and UCT-hMSC.

Samples are available by contacting RSI at 860-298-8382 or via email at info@rainbowscientific.com.

Available products include:

- MSC go Osteogenic XF™ complete, ready-to-use media for differentiation of osteoblasts/osteocytes
- MSC go rapid Osteogenic XF™ complete, ready-to-use media for rapid differentiation of osteoblasts/osteocytes
- MSC go Adipogenic XF™ basal medium and supplements mix for differentiation of adipocytes
- MSC go Chondrogenic XF™ basal medium and supplement mix for differentiation of chondrocytes

“The availability of the MSC go differentiation media to U.S. stem cell researchers and pre-clinical investigators provides an optimal solution for hMSC differentiation, with none of the limitations of alternative sources”, says Peter Mousseau, President. “As with all of Biological Industries' products, these media have been extensively validated and proven to deliver outstanding performance in use.”

About Rainbow Scientific

Rainbow Scientific, Inc. has been a North American distributor of state-of-the-art products and solutions to academic, government, clinical and biotechnology laboratories for over eighteen years. The company provides cell culture and other bioreagents, diagnostic test kits, scientific instruments and database

software for applications in cytogenetics, molecular genetics, hemostasis, oncology, pathology and biopharmaceutical development. <http://rainbowscientific.com>

About Biological Industries

Biological Industries (BI) is a leading global provider of optimal and innovative solutions for cell culture related research. With over 30 years' experience, in-house R&D, and collaborations with academic researchers, the company has developed and introduced a range of serum-free media and many other products for animal tissue culture and molecular biology, including NutriStem[®], a serum-free, xeno-free gold standard stem cell culture media advancing the fields of stem cell-based therapies. BI distributes its products worldwide in 40 countries. <http://bioind.com>

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