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FOR IMMEDIATE RELEASE

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Rainbow Scientific, Inc. opens online store for state-of-the-art stem cell culture and cytogenetic reagents

Provides North American researchers easy access to Biological Industries' products

Windsor, CT (September 29, 2014) – Rainbow Scientific, Inc. (RSI), a North American distributor of scientific research products, recently opened an online store to add customer convenience in ordering its comprehensive cell culture product lines developed and manufactured by Biological Industries, Inc.

Products available through its online store include Biological Industries' NutriStem® serum-free, xeno-free reagents for human mesenchymal stem cell (hMSC) and human embryonic stem cell (hESC) culture.

The online store also offers classical tissue culture media, serum and animal component free culture media, human cytogenetic reagents, disinfectants, mycoplasma elimination and detection products, and a one-step cell proliferation kit.

"We are pleased to offer our customers the convenience of 24/7 online ordering, while continuing the personalized service and superior support that is a hallmark of doing business with RSI", says Peter Mousseau, President.

Visit the store at <https://www.shoprainbowsscientific.com>.

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 seventeen 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://www.rainbowsscientific.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://www.bioind.com>

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