

Contact:

Mark Haigh

Provia Laboratories, LLC

+1 (781) 652-4817

mhaigh@provia labs.com

The Use of Provia Laboratories' Proviasette™ is Expanding – Setting the Standard for Frozen Biospecimen Storage

***Government, Global Pharma, Academic, and Biotech Researchers
Expand Their Use of Proviasettes™***

Littleton, MA – February 12th --, 2014 – Provia Laboratories, LLC is pleased to announce a breakthrough year for their frozen biospecimen container – the Proviasette™.

In addition to existing users of the Proviasette™, including global pharmaceutical companies, academic medical centers, and major NIH initiatives, Provia added many new customers in 2013.

In 2013, there was a rapid increase in high quality biobanks that chose to adopt the Proviasette™. New customers included three global pharmaceutical companies, two premier children research hospitals, a globally recognized medical center in Washington, DC, two NCI-designated cancer centers, a nationally recognized research center, and multiple biotech companies.

“Provia prides itself on its commitment to quality biobanking”, says Howard Greenman, CEO of Provia Laboratories. “Our own biobanks are managed at the highest level, utilizing the best technology and following the strictest guidelines and best practices. It is because of this philosophy that we manufacture and market the Proviasette™ – the best storage device for frozen biospecimens available.”

Provia Labs introduced the Proviasette™, a revolutionary biospecimen storage container, in 2011. The Proviasette™ improves upon a design used by leading academic and commercial laboratories around the world to efficiently store hundreds of thousands of snap frozen and OCT-embedded biospecimens in -80°C or vapor-phase liquid nitrogen (LN2) freezers.

Well-designed and GMP-manufactured, the dual polymer construction of the Proviasette™ prevents the cap and base from seizing at low temperatures. It is virtually indestructible in a lab setting, and is certified 95kPa compliant. Highly space efficient, the Proviasette™ enables up to 8,400 samples to fit conveniently into a standard -80°C freezer. Proviasette™ is the optimal way to maintain the integrity and tracking of stored biospecimens, especially high-value cryopreserved biospecimens used in clinical research.

About Provia Laboratories, LLC

Headquartered in Littleton, MA, Provia Laboratories, LLC (<http://www.provia labs.com>) is a healthcare services company specializing in high-quality biobanking (the collection, transport, processing and cryogenic storage of biological specimens). Provia Labs offers the Proviasette™ product range for use in biobanking environments to improve sample logistics, security and quality. Provia also offers its own

biobank for a dental stem cell banking service, Store-A-Tooth™, which gives families the option to store stem cells to protect their children's future health and take advantage of advances in stem cell therapies.

Provia advises industrial, academic and governmental clients on matters related to the preservation of biological specimens for research and clinical use and is a member of ISBER, the International Society for Biological and Environmental Repositories, as well as ESBB, the European, Middle Eastern & African Society for Biopreservation & Biobanking.

For further information about Proviasette™, please call Provia Labs at +1 (781) 652-4815, email pminor@provia labs.com, or visit <http://www.proviasette.com>.