

Provia Labs Expands Distribution of its Unique Proviasette™ Frozen Biospecimen Container

Enters Expanding Market in the United Kingdom and Ireland for Tissue Banking

Lexington, MA – July --, 2013 – Provia Laboratories, LLC is pleased to announce the expansion of distribution for its unique Proviasette™ frozen biospecimen container. Under an agreement with Sanbu Limited, an international provider of medical devices, supplies and healthcare solutions the Proviasette™ will be marketed to hospitals, laboratories, research universities, tissue banking companies and pharmaceutical companies throughout the European region. 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.

James O’Rafferty, Managing Director of Sanbu Limited, comments, “We are excited about the opportunity to be the exclusive representative throughout the UK and Ireland for Proviasette™. Most tissue is donated by individuals, with or without disease, and this tissue provides the best resource for scientists developing safe and effective treatments. It is therefore very valuable. In our opinion, the quality and design of the Proviasette™ will raise the standard of tissue storage globally.”

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.

“We are also excited to be working with Sanbu Limited. They are a quality organization and have a deep understanding of the value and market for our Proviasette™ product,” adds Mr. Howard Greenman, CEO of Provia Laboratories, LLC.

About Provia Laboratories, LLC

Headquartered in Lexington, MA, Provia Laboratories, LLC (<http://www.provialabs.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 complex biobanking environments to improve sample logistics, security and quality.

The company's dental stem cell banking service, Store-A-Tooth™, 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. Provia Labs 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>.

About Sanbu Limited

Based in Bournemouth, United Kingdom, Sanbu Limited is an international healthcare provider, specializing in the sales and marketing of a diverse range of diagnostic and life science products and services to the healthcare, veterinary, pharmaceutical and industrial markets on a global scale.