



CORD BLOOD BANKING
PLACENTA BLOOD BANKING
TISSUE BANKING

WHAT YOU NEED
TO KNOW
THE LIFE BANK USA® GUIDEBOOK

lifebankUSA®
SAVING MORE CELLS. STORING MORE HOPE.

FDA REGISTERED  Accredited

DEVELOPMENT
MAKING
THE WORLD
OOD

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YOUR CHILD IS BEING BORN INTO A WORLD OF
EXTRAORDINARY POSSIBILITIES;
POSSIBILITIES THAT INCLUDE THE
ENORMOUS POTENTIAL
OF CORD AND PLACENTA BLOOD BANKING.

YOU DON'T WANT TO MISS THIS
ONCE-IN-A-LIFETIME OPPORTUNITY.

INTRODUCING LIFE BANKUSA.
READ ON TO DISCOVER WHY WE ARE
THE BEST CHOICE FOR YOUR FAMILY.

ENROLL NOW BY CALLING 1-877-LIFEBANKUSA



CORD BLOOD BANKING

A ONCE-IN-A-LIFETIME OPPORTUNITY WITH LIFESAVING POTENTIAL

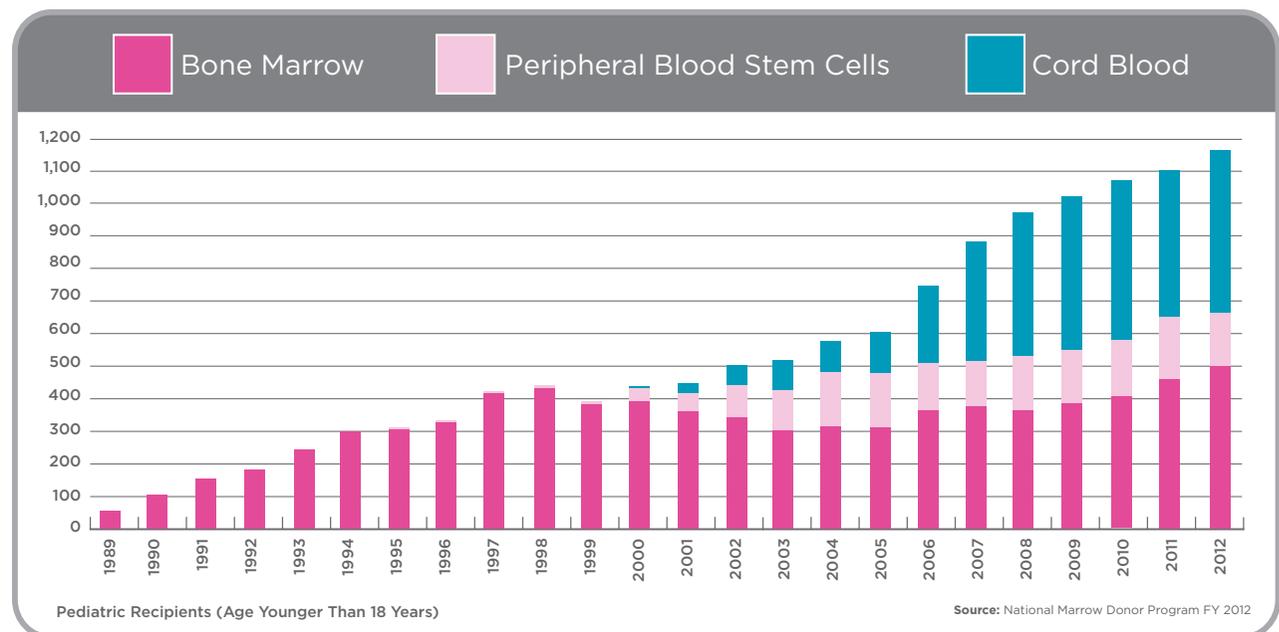
Whether this is your first child or an addition to your family, you're thinking about everything you can do for your newborn now and in the future. Choosing to bank your child's cord blood with LifebankUSA can provide you with peace of mind and significant benefits for your baby and your family for many years to come.

Cord blood banking is a once-in-a-lifetime opportunity to collect, process and preserve your baby's stem cells for future medical use. Collecting your baby's cord blood is a simple and safe procedure that happens immediately after the birth and usually takes the healthcare provider about 5 minutes to collect and package for shipment to our state-of-the-art facility located in New Jersey.

Cord blood is an important source of rich stem cells, and has been proven in treatments to help replace and rebuild diseased blood cells. Today, cord blood stem cells are used in the treatment of more than 80 diseases,¹ including various types of blood disorders and cancers such as leukemia.

CORD BLOOD TRANSPLANTS ARE ON THE RISE

As seen in the chart below, cord blood banking shows steady increase as the source of stem cells for pediatric patients in the USA.



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PLACENTA BLOOD BANKING

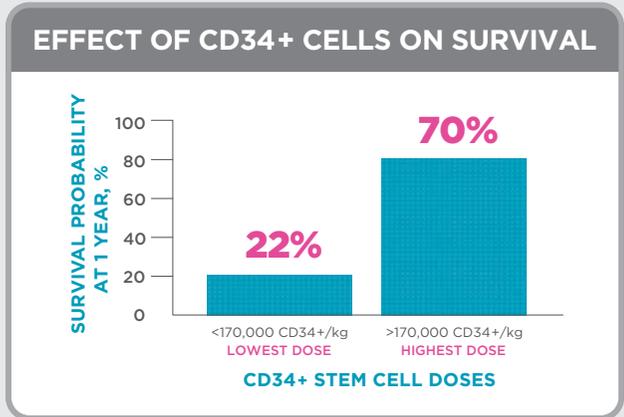
CREATE EVEN MORE PEACE OF MIND FOR YOUR FAMILY

Every day, parents are choosing to bank their child's cord blood because they know these powerful cells could one day be used to save a close family member's life. Parents choose to also bank placenta blood with LifebankUSA to make their cord blood collection even more powerful, providing them with even greater peace of mind.

Only LifebankUSA's proprietary technology allows you to bank your baby's placenta blood. Banking placenta blood in addition to cord blood gives you the ability to preserve significantly more of your baby's stem cells. Why is having more of your baby's stem cells important? Because numerous studies presented in top medical journals² have shown that transplanting more cells significantly improves success and survival rates.

Customers who bank placenta blood in addition to cord blood with LifebankUSA preserve 60-70% more³ CD34+ stem cells—the cells that medical journals have reported as the most important for rebuilding diseased blood with healthy blood.^{2,4,5} Placenta blood also increases other types of progenitor stem cells (e.g. CD105+), which are expected to play a key role in the development of regenerative medicine.⁶

Only LifebankUSA offers the unique opportunity to save the most cells for both medical uses today and for the future.



These findings are from a study of 102 patients at the University of Minnesota School of Medicine and Cancer Center (a comprehensive cancer center recognized by the National Cancer Institute).²



TISSUE BANKING

A POTENTIAL GAME CHANGER IN REGENERATIVE MEDICINE

LifebankUSA, owned by Celgene Corporation, is the only cord blood bank processing material for FDA-approved clinical trials using stem cells from placental tissue. These stem cells are being used to treat patients with serious conditions, including Crohn's disease and diabetic foot ulcers.⁷ LifebankUSA preserves your baby's placental tissue using the same steps taken for processing stem cells for our FDA-approved clinical trials. No other cord blood company can claim that.

Tissue banking is simply one additional layer of protection and peace of mind for you and your family offered by LifebankUSA.

CELGENE CORPORATION HAS ALREADY TREATED
OVER 100 PATIENTS
IN CLINICAL TRIALS USING STEM CELLS FROM
PLACENTAL TISSUE

LIFEBANKUSA IS THE ONLY COMPANY OFFERING YOU THE MOST WAYS TO **PROTECT WHAT'S PRECIOUS**

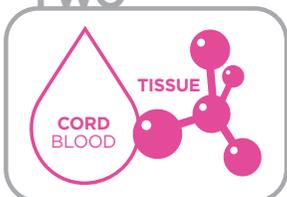
THREE OPTIONS THAT ONLY LIFEBANKUSA CAN OFFER:

ONE



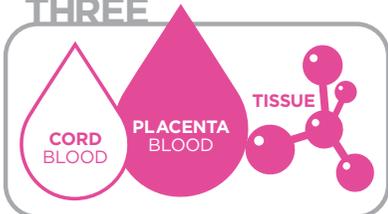
You can choose to bank cord blood only—and have the purest cord blood stem cells banked possible (see page 7).

TWO



Add tissue banking for its potential in regenerative medicine—and have your baby's placenta tissue stored using the same process as done for our FDA-approved clinical trials (see page 5).

THREE



Bank cord blood, placenta blood and tissue for the most potential treatment options for your family, along with the greatest peace of mind.

LIFEBANKUSA'S INNOVATIVE PORTFOLIO OF BANKING OPTIONS PROVIDES YOU THE OPPORTUNITY TO PRESERVE THE MOST CELLS POSSIBLE FOR YOUR CHILD'S FUTURE.

**MORE
CELLS**
EQUAL THE HIGHEST
CHANCE OF
SURVIVAL



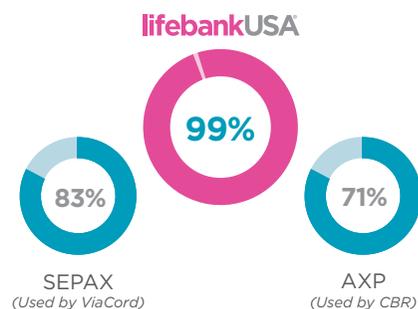
OUR COMMITMENT TO YOUR FAMILY BEGINS WITH A

COMMITMENT TO PURITY

LifebankUSA achieves the purest collection of cord blood stem cells through its unique red blood cell depletion process, resulting in over a 99% purity level.⁷ LifebankUSA's customized approach uses a manual cell separation process giving your collection the personal attention it deserves. Other cord blood banks use an automated process delivering lower purity levels,^{8,9} which can lead to transplant complications.¹⁰ LifebankUSA's red blood cell removal process eliminates the need for additional manipulation and preparation of your baby's stem cells, should a transplant ever be needed. Our first commitment has always been to provide the best possible service to the parents who choose LifebankUSA.

PURITY OF CORD BLOOD UNITS^{8,9}

Percentage of White Blood Cells and CD34+ Stem Cells



PROCESSING PROCEDURES

THE SAFETY OF YOUR BABY'S STEM CELL COLLECTION

From the moment your collection kit arrives at LifebankUSA, until the time it gets safely stored at our state-of-the-art facility, our technicians process your baby's stem cells using the latest technology in our highly-controlled and sterile lab. During processing, stem cells are separated and collected from the plasma, and tests are conducted to determine cell count, cell viability and the number of CD34+ stem cells.

Once processing is complete, our lab specialists transfer your stem cells to a transplant cartridge for preservation, where they are cryopreserved in a vapor-phase liquid nitrogen storage tank at approximately -190°C. The temperature is monitored 24 hours a day, 7 days a week.

LifebankUSA has released cord blood stem cell units for sibling transplants, resulting in 100% survival rates in treating both hemoglobinopathies and malignant diseases.⁷ Our processing procedures are tested and validated, giving you confidence that your collection is well preserved and transplant-ready.



Banking placenta blood in addition to cord blood increases the total number of transplant-ready stem cells available.⁷



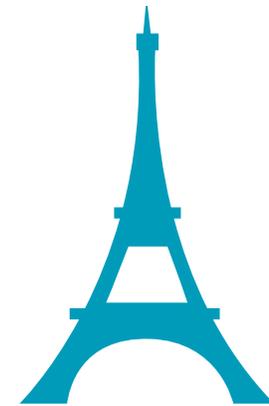
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CORD BLOOD BANKING 26 YEARS OF GROUND-BREAKING HISTORY

THE NUMBERS ARE SIMPLY ASTOUNDING

The first cord blood stem cell transplant was performed in Paris in 1988. The patient was a 5-year-old boy named Matthew, with Fanconi's Syndrome—a rare, serious type of anemia.¹⁰ The transplant was a success, and Matthew is now a loving husband and father who is doing well today thanks to the wonderful work of the medical pioneers who performed his transplant using his sister's umbilical cord blood. He has since become a vocal advocate for cord blood banking. Since that first transplant, cord blood stem cell transplants have been used to treat at least 80 different diseases,¹ including leukemia, lymphoma and myeloma, in more than 30,000¹¹ patients worldwide.



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THE FIRST CORD & PLACENTA STEM CELL TRANSPLANT IN THE WORLD.

LIFEBANKUSA WAS THERE.



PLACENTA BLOOD STEM CELLS MAKE HISTORY.

When a renowned pediatric oncologist met 4-year-old Quentin at the Children's Hospital in New Orleans, she knew that the chance of survival was less than 30% for his particular type of cancer. As a pediatric cancer transplant specialist, Dr. Lolie Yu is accustomed to treating very sick children—and to outcomes that are sometimes bleak.

According to Dr. Yu, the likelihood of death from Quentin's form of acute lymphoblastic leukemia was "very high." But there was hope. At the time Quentin was diagnosed, his mother was pregnant with a sibling. Dr. Yu suggested banking the new baby's cord blood and placenta blood with LifebankUSA.

Quentin's parents agreed, and once Quentin's baby sister was delivered they banked the placenta blood and cord blood with LifebankUSA—and the stem cells were a perfect match for Quentin.

Dr. Yu successfully performed the first ever transplant using stem cells from both the placenta and the umbilical cord—a reality only made possible through LifebankUSA.

Two years after his transplant, Quentin was deemed fully cured and his cancer is now in continuous and complete remission.

We are honored to be associated with Quentin, his family and all the other families that have found hope by banking their stem cells with LifebankUSA.

***"I'm glad our relationship with LifebankUSA hasn't ended.
Because in the purest sense, they are family to me."***

—Quentin's mother, Mary





THE GIFT OF A LIFETIME

THE LIFEBANKUSA GIFT REGISTRY

The LifebankUSA Gift Registry is the perfect way for your loved ones to give your family a once-in-a-lifetime gift. It also provides a convenient way to let friends and family know that you've decided to bank your baby's stem cells.

We'll mail you a complete LifebankUSA Gift Registry packet, including baby shower cards. These cards will invite your friends and family to contribute to this unique and amazing opportunity.

To enroll with LifebankUSA, and request your Gift Registry packet, please call 1-877-LIFEBANKUSA.



PASS IT ON PROGRAM

SHARE ALL LIFEBANKUSA HAS TO OFFER YOUR FRIENDS AND LOVED ONES WITH OUR PASS IT ON PROGRAM.

You're already aware of the benefits banking with LifebankUSA offers your baby, so why not pass on that peace of mind to those who you think would benefit from it as well. Refer LifebankUSA to your friends and family members who are expecting a child or planning a family with our Pass it On Program. As a special thank you from us, you'll receive a free year of stem cell storage for each referral who signs up and banks with LifebankUSA.





YOU CAN BE CONFIDENT IN
YOUR DECISION TO BANK
WITH US. MORE THAN

99% OF PARENTS

SAID THAT THEY WOULD BANK
WITH LIFE BANK USA AGAIN.†

†Based on response to a 2013 customer survey.



REGENERATIVE MEDICINE

EXTRAORDINARY MEDICAL POSSIBILITIES.
EXTRAORDINARY PROMISE FOR YOUR FAMILY.

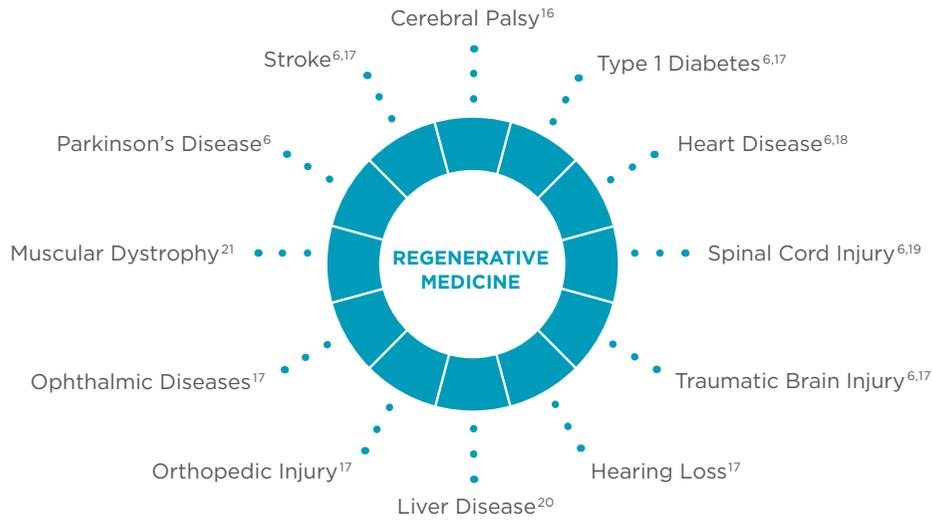
Doctors already treat serious illnesses with cord blood and placenta blood stem cells through hematopoietic reconstitution^{12,13} (the process of replacing diseased blood cells with healthy stem cells). It has already been proven that higher quantities of stem cells result in higher rates of transplant success and survival.¹⁴ Soon, having more cells available may also prove beneficial for new treatments in an emerging medical field called regenerative medicine.^{6,15}

Regenerative medicine—a changing force in the field of medical science—aims to restore human tissue and organs to full function. This is accomplished by replacing the damaged cells with healthy stem cells, repairing the body from within.

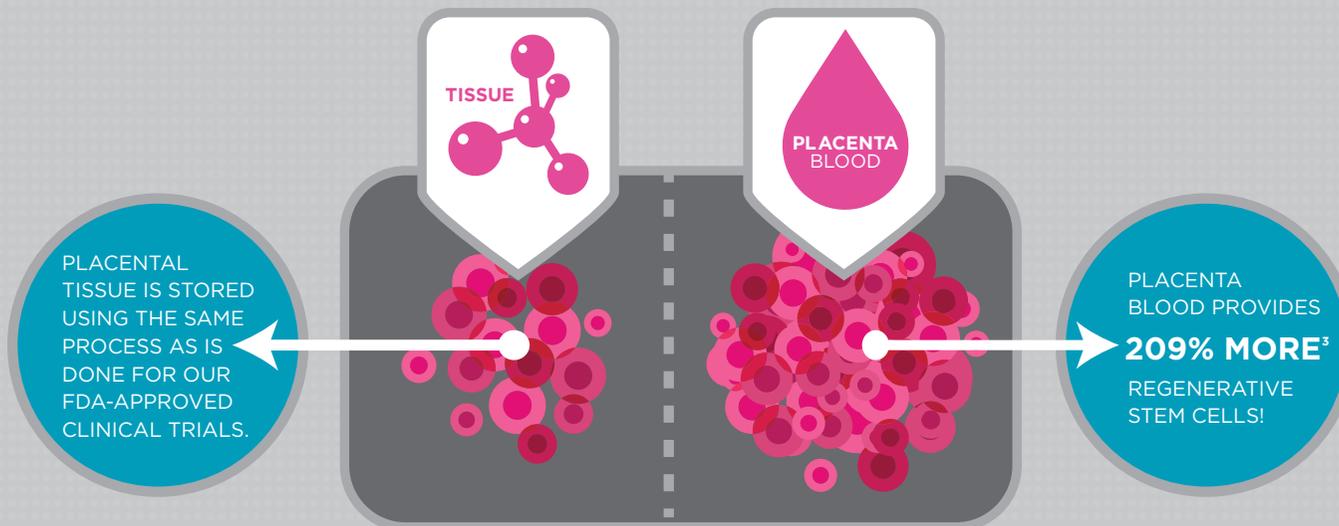
It's expected that regenerative medicine will make significant advances over the next 10 to 20 years,¹⁵ and will in turn, revolutionize healthcare as we know it. Celgene Corporation, LifebankUSA's parent company, is a leader in developing regenerative medicine therapies. In fact, Celgene is currently conducting FDA-approved clinical trials using stem cells from placental tissue. As the only company able to bank placenta blood, cord blood and tissue, you can be confident that LifebankUSA is the best choice for your family and for your child's future.

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SCIENTISTS ARE EXPLORING REGENERATIVE MEDICINE FOR A WIDE RANGE OF DISEASES:



REGENERATIVE MEDICINE OPTIONS, PROVIDED ONLY BY LIFE BANK USA



INNOVATIVE SCIENCE. UNPARALLELED RESEARCH.

CELGENE CORPORATION

WORLD-CLASS LEADER IN STEM CELL RESEARCH AND DEVELOPMENT

We at LifebankUSA are excited about the future of stem cell research and the amazing possibilities that lie ahead. We're also just as proud of who stands behind us—the world-class biopharmaceutical company, Celgene Corporation.

Celgene is at the forefront of global stem cell research and development and we're constantly striving for new ways to bring innovative solutions to the medical field. At Celgene, we discover and develop therapeutics from stem cells derived from the placenta. Our world-class organization is dedicated to fulfilling the promise of new cellular therapies that will significantly benefit patients.



LifebankUSA is the only company to offer cord blood, placenta blood and tissue banking—and the first to release placenta blood-derived stem cells for a successful transplant. LifebankUSA is proud to be part of Celgene's industry-leading innovations and commitment to excellence.

TO DATE, LIFE BANK USA HAS RELEASED STEM CELLS TO TREAT:

ACUTE LYMPHOBLASTIC LEUKEMIA (ALL)	CONGENITAL HYPOMEGAKARYOCYTIC THROMBOCYTOPENIA	LANGERHANS CELL HISTIOCYTOSIS*
ACUTE MYELOGENOUS LEUKEMIA (AML)	HEMOPHAGOCYTIC LYMPHOHISTIOCYTOSIS (HLH)*	MYELODYSPLASTIC SYNDROME
ADRENOLEUKODYSTROPHY (ALD)	HISTIOCYTOSIS*	MULTIPLE MYELOMA
APLASTIC ANEMIA	HURLER'S SYNDROME	NON-HODGKIN LYMPHOMA
BETA THALASSEMIA	INHERITED BONE MARROW FAILURE SYNDROME	SEVERE COMBINED IMMUNODEFICIENCY (SCID)
CEREBRAL PALSY*	IN UTERO STROKE*	SICKLE CELL ANEMIA
CHÉDIAK-HIGASHI SYNDROME		WISKOTT-ALDRICH SYNDROME
CHRONIC LYMPHOCYTIC LEUKEMIA (CLL)		

*These are diseases for which stem cell treatments have been shown to be potentially beneficial, but additional studies are required before they can be used as standard therapy. These investigational uses are not consistent with current labeling. Stem cells from placenta and cord blood are indicated to rebuild blood.

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**THE SMART CHOICE.
YOUR FIRST CHOICE.**

THE POWER
OF THE PLACENTA

The only company able to offer placenta blood banking.

PUREST
PROCESSING

Transplant-ready cells. Ready when you need them.

RESEARCH
BEYOND COMPARE

Celgene Corporation is committed to innovative, lifesaving science.

lifebankUSA[®]

SAVING MORE CELLS. STORING MORE HOPE.

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Cord blood and placenta blood-derived stem cells banked with LifebankUSA are indicated for hematopoietic reconstitution (the reformation of blood cellular components) for autologous use or use in first or second-degree blood relatives. Any use of cord and placenta blood stem cells other than for hematopoietic reconstitution is considered investigational, including regenerative medicine therapies.

*Studies have shown that mesenchymal cells may prove to be useful in regenerative medicine. Regenerative medicine is an emerging field and the quantity of mesenchymal cells necessary for treatment is not yet known. Treatments using mesenchymal cells for regenerative medicine are investigational and are not consistent with current labeling. Stem cells from the placenta and cord blood are indicated to rebuild blood.

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