



**STEM CELL ASSURANCE ANNOUNCES THE LAUNCH OF ITS BROWN FAT STEM CELL THERAPEUTIC AND COSMETIC PLATFORM TECHNOLOGY PROGRAM**

*Brown Fat Cells are involved in regulating metabolism and may initiate our bodies' internal natural mechanism of weight loss.*

**JUPITER, FL, June 30, 2011 – Stem Cell Assurance, Inc. (SCLZ.PK)** (“SCA”) today announced the launch of a platform technology that involves the use of brown fat for cell-based therapeutic/cosmetic purposes. Through its brown fat program, SCA intends to develop treatments for weight loss and metabolic disorders. SCA will initially focus on cellular therapies for obesity and its adverse effect on health, which could lead to several serious and sometimes fatal diseases such as diabetes, ischemic heart disease, stroke, hypertension and kidney failure.

Brown fat is one of two types of known adipose (fat) tissue found in the human body and is involved in homeostasis by creating metabolic tissue capable of producing heat. Recent studies have demonstrated that brown fat is present in the adult human body and may be correlated with the maintenance and regulation of metabolism, thus potentially being involved in caloric regulation.

SCA intends to use autologous cells (i.e., stem cells isolated from individual patients) that may be differentiated into progenitor or fully differentiated brown adipocytes, or a related cell type, that can be used therapeutically or cosmetically in patients. As the brown fat cellular program advances, SCA will seek to determine whether data derived from the program can be useful in developing a small molecule drug therapy.

Mark Weinreb, SCA’s Chairman and Chief Executive Officer, said, “I am pleased to announce our first “flagship” cellular platform technology that has the potential to treat the onset of many serious diseases, as well as provide a novel opportunity

to explore a natural “biological” weight loss program. This represents a significant step for SCA to become a leader in a field of stem cell science that has not been saturated with exploration and is directed to a large commercial market.”

### **About Stem Cell Assurance, Inc.**

Stem Cell Assurance, Inc.’s goal is to become a medical center of excellence using cell and tissue protocols, primarily involving a patient’s own (autologous) adult stem cells (non-embryonic), allowing patients to undergo cellular-based treatments. As more and more cellular therapies become standard of care, the Company believes its strength will be its focus on the unity of medical and scientific explanations for its future clinical procedures and outcomes and its incorporation of adult stem cell collection and storage services for future personal medical applications. The Company also plans to offer and sell facial creams and products under the Stem Pearls™ brand.

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*This press release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events or results to differ materially from those projected in the forward-looking statements as a result of various factors and other risks, including those set forth in the Company’s Form 10 filed with the Securities and Exchange Commission. You should consider these factors in evaluating the forward-looking statements included herein, and not place undue reliance on such statements. The forward-looking statements in this release are made as of the date hereof and the Company undertakes no obligation to update such statements.*

### **CONTACT:**

Mark Weinreb

CEO

Tel: (561) 904-6070

Fax: (561) 429-5684