



**STEM CELL ASSURANCE ANNOUNCES THE APPOINTMENT OF AMIT N. PATEL,
M.D., M.S., TO ITS SCIENTIFIC ADVISORY BOARD**

Dr. Patel is a leader in regenerative medicine and is recognized as one of the world's leading physicians in adult stem cell therapy for heart disease

JUPITER, FL, July 6, 2011 – Stem Cell Assurance, Inc. (SCLZ.PK) (“SCA”) today announced that Amit Patel, M.D., M.S., has been appointed as a member of its Scientific Advisory Board. In such capacity, Dr. Patel will assist SCA with its recently announced brown fat program. Dr. Patel is an associate professor in the Division of Cardiothoracic Surgery at the University of Utah School of Medicine and Director of Clinical Regenerative Medicine and Tissue Engineering at the University of Utah.

Dr. Patel’s research includes studies in autologous stem cell therapy, researching the effects of stem cell transplantation in treating cardiomyopathy, limb ischemia (inadequate blood flow to the leg), and skin graft regeneration following burn injuries. Currently he is participating in a number of trials using autologous adult stem cells to treat cardiomyopathy and limb ischemia. In addition to cardiac research, his thoracic research includes cancer stem cell identification and destruction, as well as novel agents to selectively attack lung cancer, thoracic sarcoma, and metastatic diseases. His clinical interests include heart surgery for coronary disease, valve repair and replacement, heart failure, aortic surgery and stent grafts.

Dr. Patel received his Masters of Science degree in Immunophysiology from Youngstown State University and his Medical Degree from Case Western Reserve University School of Medicine. He completed his internship and residency programs at Baylor University Medical Center in Surgery and went on to the

University of Pittsburgh where he completed his fellowship in Cardiothoracic Surgery.

“I am very excited to join the Scientific Advisory Board of SCA and help participate in their new and promising brown fat program,” commented Dr. Patel. “It is an area of stem cell science that I believe will have profound clinical applications.”

Mark Weinreb, SCA’s Chairman and Chief Executive Officer, said, “This is truly an honor to have such a respected adult stem cell medical clinician join our Advisory Board. Dr. Patel is uniquely qualified to offer his skills and knowledge to our brown fat program and add world renowned talents to our ongoing development as a stem cell scientific/medical company.”

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. In June 2011, the Company launched a platform technology that involves the use of a brown fat cell-based therapeutic/cosmetic program. The brown fat program will focus on treatments for obesity, weight loss, diabetes, hypertension, other metabolic disorders and cardiac deficiencies and will involve the study of stem cells, several genes, proteins and/or mechanisms that are related to these diseases and disorders. 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 clinical procedures and outcomes 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.

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