



STEM CELL ASSURANCE REDESIGNATED PINK SHEET CURRENT INFORMATION COMPANY

BOCA RATON, FL, FEBRUARY 10, 2011 – Stem Cell Assurance, Inc. (SCLZ.PK) announced that it has been redesignated a Pink Sheet Current Information company. In December 2010, the Company was designated a Pink Sheet Limited Information company pending a personal meeting by the Company’s new counsel with the Company’s management and a majority of the Company’s Board members with respect to the Company’s filings and the issuance of an updated attorney letter to such affect. Such meeting occurred in January 2011 and the updated attorney letter was issued in February 2011 resulting in the redesignation of the Company as a Current Information company.

About Stem Cell Assurance, Inc.

Stem Cell Assurance, Inc.’s goal is to become a medical center of excellence using cell and tissue regenerative therapy 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 intends to offer processing and storage of adipose-derived adult stem cells for use in certain aesthetic cosmetic treatments. The Company also operates a wholly-owned subsidiary, Stem Cellutrition™, which offers and sells facial creams and products.

CONTACTS

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