



**STEM CELL ASSURANCE ANNOUNCES
HIRING OF
VICE PRESIDENT OF RESEARCH AND DEVELOPMENT**

JUPITER, FL, APRIL 12, 2011 – Stem Cell Assurance, Inc. (SCLZ.PK) has announced that Francisco J. Silva has been hired as its Vice President of Research and Development. Mr. Silva is expected to play a key role in leading the company’s laboratory biological tool initiative and by developing a product portfolio targeted to meet the demands of large pharmaceutical companies’ drug discovery and development platforms.

Since 2007, Mr. Silva has served as CEO of DV Biologics LLC, and as President of DV Biosciences LLC, companies engaged in the commercialization of human based biologics for both research and therapeutic applications. Mr. Silva’s experience includes a previous position as VP of Research and Development for PrimeGen Biotech LLC, where he was responsible for developing the company’s cell based platforms. He has held teaching positions at Cal State Polytechnic University and was a reviewer for the Cell Transplantation journal. He is also a published author and presenter on the subject of stem cells, is a member of the International Society of Cell Therapy Cell Commercialization Committee, and holds multiple stem cell patents.

Mark Weinreb, CEO of Stem Cell Assurance, said, “We are very pleased to welcome Mr. Silva to the Stem Cell Assurance team, bringing with him an accomplished scientific career. His leadership within the biological tool field allows for the Company to utilize his contacts and skills for potential near term revenue while the company develops its long term growth plan.”

Mr. Silva commented, “I’m very excited about joining Stem Cell Assurance and to help the Company begin its path to developing new and innovative cell-based opportunities and technology. I look forward to establishing a world class laboratory to expand our stem cell development and therapeutic programs, in addition to developing intellectual property.”

Pursuant to an employment agreement entered into with Mr. Silva, he is entitled to receive a salary of \$150,000 per annum and a bonus, based upon the satisfaction of certain criteria, of up to \$55,000 and options for the purchase of up to 3,150,000 shares of common stock of the Company. Further, pursuant to the employment agreement, the Company granted to Mr. Silva options for the purchase of up to 4,000,000 shares of common stock, one-half of which vested on April 5, 2011 and one-half of which will vest on April 5, 2012.

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 also operates a wholly-owned subsidiary, Stem Cellutrition™, which plans to offers facial creams and other skin care products.

CONTACTS

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