

**STEM CELL ASSURANCE BEGINS BRANDING AND MARKETING PROGRAMS  
FOR ITS STEM PEARLS COSMETIC SKINCARE PRODUCTS**

*Initiative Aimed at Increasing Product Sales and Revenues*

**JUPITER, FL, March 17, 2011 – (PRNewswire) – Stem Cell Assurance, Inc. (PK:SCLZ),** announced that it has entered into a consulting agreement with the marketing agency Scarlet Heifer, LLC to develop its Stem Pearls™ cosmetic skincare brand product logo and packaging design, as well as a new ecommerce website. Scarlet Heifer is also working on additional projects with Stem Cell Assurance related to corporate marketing and brand recognition.

Scarlet Heifer, LLC is a NY City-based marketing agency that specializes in bringing emerging brands to market, using a tailored array of marketing elements grounded in a long-term brand-building approach. The initial assignment for the agency is to position Stem Pearls as a unique and novel stem cell formulated, luxury, aesthetic, cosmetic product for consumers wanting to revitalize their aging skin.

“We are very excited to be working with Stem Cell Assurance on their stem cell cosmetic products,” commented Dan Howald, Principal and Managing Director at Scarlet Heifer. “This opportunity to market and introduce a new segment of skin care products formulated with stem cells as rejuvenating factors represents a powerful entry to a huge industry. “

Stem Cell Assurance’s Chief Executive Officer, Mark Weinreb, noted, “This agreement with Scarlet Heifer represents a positive step for the Company towards increasing sales and revenues and allows us to refine our Stem Pearls product presentation and distribution. We are very excited to introduce in the near future a luxury look for the brand, along with adding some new and unique products and formulations.”

## **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. Initially, the Company intends to offer processing and storage of adipose-derived adult stem cells for use in aesthetic treatments. The Company also operates a wholly-owned subsidiary, Stem Cellutrition™, which offers and sells cosmetic skincare products.

## **About Scarlet Heifer**

Scarlet Heifer, LLC is a NY City-based marketing and advertising agency specializing in developing effective communications for emerging brands and startups. The agency develops fully integrated marketing programs including digital and social media experiences grounded by a classical brand-building philosophy, offering smaller companies a marketing foothold built for long-term business growth. For more information, please visit [www.scarletheifer.com](http://www.scarletheifer.com)

---

---

#####

---

---

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. 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.

## **CONTACTS**

Mark Weinreb

Chief Executive Officer

Tel: (561) 904-6070

Fax: (561) 362-4451