

## BioTime and Subsidiary LifeMap Sciences Announce the Launch of LifeMap BioReagents™ Portal

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ALAMEDA, Calif.--(BUSINESS WIRE)--Nov. 14, 2012-- BioTime, Inc. (NYSE MKT: BTX) and its subsidiary LifeMap Sciences have announced the launch of *LifeMap BioReagents™* (<http://bioreagents.lifemapsc.com>), a new portal offering researchers access to BioTime's research product lines including *PureStem™* human progenitor cell lines, *PureStem™* packages, clinical and research grade human embryonic stem cell lines (hES), *HyStem®* hydrogels, culture media, and cell differentiation kits.

LifeMap Sciences will be the principle marketing and sales arm for BioTime's cell-based products and related reagents for the research community in academia, research hospitals, and biotech and pharma companies. LifeMap Sciences holds the exclusive, worldwide license to market *GeneCards®* ([www.genecards.org](http://www.genecards.org)), with over 12 million page visits per year from hundreds of thousands of unique users worldwide, and *MalaCards* ([www.malacards.org](http://www.malacards.org)), and plans to launch *LifeMap Discovery™* its database for biomedical and stem cell research, later this quarter.

*LifeMap BioReagents™* is integrated with the *GeneCards®*, *MalaCards*, and *LifeMap Discovery™* databases, thereby providing a large number of biomedical researchers accessing these databases a means of identifying stem cell reagents that can enhance research and discovery efforts in a variety of fields, including stem cell research, developmental biology, mechanisms of various human diseases, drug discovery and therapeutic discovery and development.

"There has been growing interest in the *PureStem* and hES cell lines," stated Yaron Guan-Golan, Head of Marketing at LifeMap Sciences. "Our ability to provide stable, characterized, pure, and scalable cell lines to the research community and to industry is a big step forward—not only in the study of stem cells, but also in the understanding of cellular and developmental biology and human disease, and in the discovery of new therapies. Together with our *LifeMap Discovery™* database, researchers will now be able to immediately obtain access to cutting-edge embryonic stem and progenitor cell lines as part of a wealth of developmental and stem cell information that they need for research."

### About LifeMap Sciences, Inc.

LifeMap Sciences' ([www.lifemapsc.com](http://www.lifemapsc.com)) core technology and business is based on its integrated database suite, the discovery platform for biomedical and stem cell research. This platform includes *GeneCards®*, the leading human gene database; *LifeMap Discovery™* the database of embryonic development, stem cell research, and regenerative medicine; and *MalaCards*, the human disease database. LifeMap Sciences also markets *PanDaTox*, an innovative, recently developed, searchable database that can aid in the discovery of new antibiotics and biotechnologically beneficial products.

In addition to database offerings, LifeMap Sciences is BioTime's principal marketing subsidiary for research products, including *PureStem™* human progenitor cell lines, GMP human embryonic stem (hES) cell lines, *ESpan™* growth media for progenitor cell lines, and cell differentiation media for non-therapeutic uses, via its *LifeMap BioReagents™* portal. LifeMap Sciences will utilize its databases as part of its online marketing strategy to reach life sciences researchers at biotech and pharmaceutical companies and at academic institutions and research hospitals worldwide.

In a therapeutic discovery collaboration with BioTime, LifeMap's scientists utilize LifeMap's proprietary platform, including *LifeMap Discovery™*, its stem cell database along with the *GeneCards®* and *MalaCards* integrated database suite, to aid in the development of BioTime's proprietary *PureStem™* human progenitor cell lines into products for the treatment of human diseases, especially degenerative diseases that might be treatable with cell replacement therapies. The *LifeMap Discovery™* platform will be used to select the progenitor cell lines that are most likely to facilitate the development of cell-based regenerative medicine therapies for a wide range of diseases.

### About BioTime, Inc.

BioTime, headquartered in Alameda, California, is a biotechnology company focused on regenerative medicine and blood plasma volume expanders. Its broad platform of stem cell technologies is enhanced through subsidiaries focused on specific fields of application. BioTime develops and markets research products in the fields of stem cells and regenerative medicine, including a wide array of proprietary *PureStem™* cell lines, *HyStem®* hydrogels, culture media, and differentiation kits. BioTime is developing *Renovia™* (formerly known as *HyStem®-Rx*), a biocompatible, implantable hyaluronan and collagen-based matrix for cell delivery in human clinical applications. BioTime's therapeutic product development strategy is pursued through subsidiaries that focus on specific organ systems and related diseases for which there is a high unmet medical need. BioTime's majority owned subsidiary Cell Cure Neurosciences Ltd. is developing therapeutic products derived from stem cells for the treatment of retinal and neural degenerative diseases. BioTime's subsidiary OrthoCyte Corporation is developing therapeutic applications of stem cells to treat orthopedic diseases and injuries. Another subsidiary, OncoCyte Corporation, focuses on the diagnostic and therapeutic applications of stem cell technology in cancer, including the diagnostic product *PanC-Dx™* currently being developed for the detection of cancer in blood samples. ReCyte Therapeutics, Inc. is developing applications of BioTime's proprietary induced pluripotent stem cell technology to reverse the developmental aging of human cells to treat cardiovascular and blood cell diseases. BioTime's subsidiary LifeMap Sciences, Inc. markets *GeneCards®*, the leading human gene database, and is developing an integrated database suite to complement *GeneCards®* that will also include the *LifeMap™* database of embryonic development, stem cell research and regenerative medicine, and *MalaCards*, the human disease database. LifeMap will also market BioTime research products.

BioTime's lead product, *Hextend®*, is a blood plasma volume expander manufactured and distributed in the U.S. by Hospira, Inc. and in South Korea by CJ CheilJedang Corporation under exclusive licensing agreements. Additional information about BioTime can be found on the web at [www.biotimeinc.com](http://www.biotimeinc.com).

### Forward-Looking Statements

Statements pertaining to future financial and/or operating results, future growth in research, technology, clinical development, and potential opportunities for BioTime and its subsidiaries, along with other statements about the future expectations, beliefs, goals, plans, or prospects expressed by management constitute forward-looking statements. Any statements that are not historical fact (including, but not limited to statements that contain words such as "will," "believes," "plans," "anticipates," "expects," "estimates") should also be considered to be forward-looking statements. Forward-looking statements involve risks and uncertainties, including, without limitation, risks inherent in the development and/or commercialization of potential products, uncertainty in the results of clinical trials or regulatory approvals, need and ability to obtain future capital, and maintenance of intellectual property rights. Actual results may differ materially from the results anticipated in these forward-looking statements and as such should be evaluated together with the many uncertainties that affect the business of BioTime and its subsidiaries, particularly those mentioned in the cautionary statements found in BioTime's Securities and Exchange Commission filings. BioTime disclaims any intent or obligation to update these forward-looking statements.

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