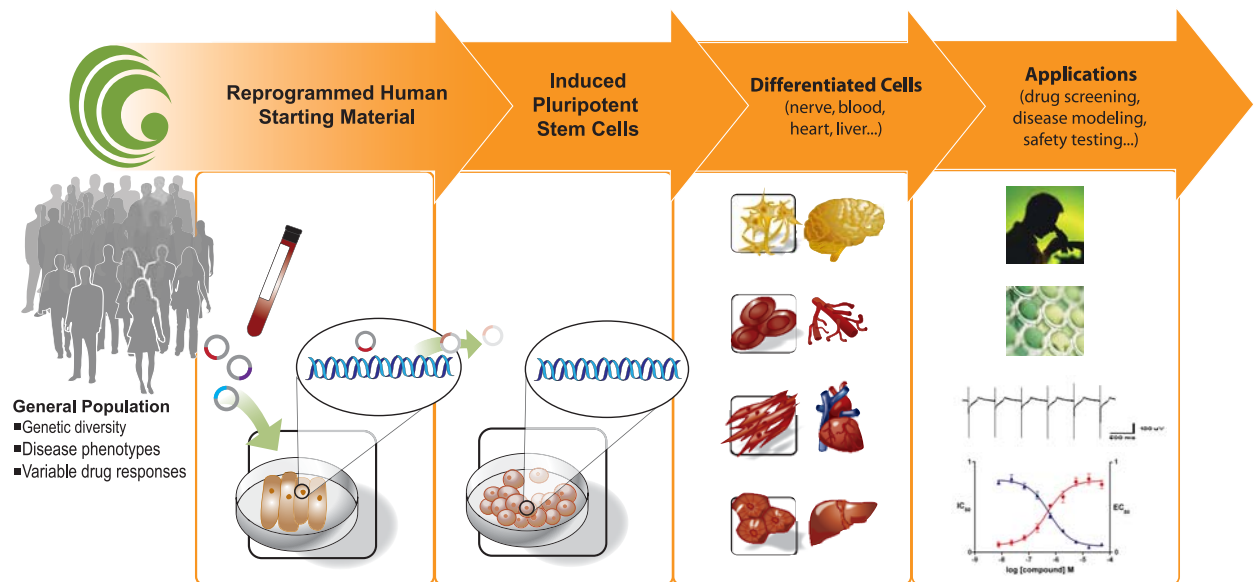


Human
True Biology in a Dish

Cellular Dynamics International (CDI) is a global leader in induced pluripotent stem (iPS) cell technology and the world's largest producer of terminally differentiated human cells derived from iPS cells. Unlike embryonic stem cells, which are derived from early stage embryos, iPS cells are generated by reprogramming adult cells (e.g. skin, blood) to become stem cells capable of differentiation into any cell type in the body. Importantly, iPS cell technology uniquely provides access to any cell type from any individual, ethnic, or patient population, which will enable powerful new strategies for drug development and personalized medicine.

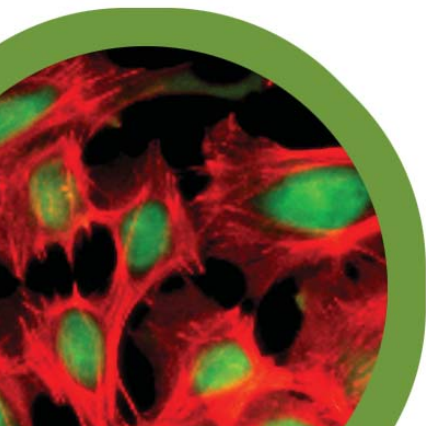
CDI has built a scientific team with >300 years of combined human stem cell research experience. Utilizing this expertise, the company is developing a portfolio of iCell® products that provide industrialized quantities of high quality, high purity human cells that recapitulate normal human biology. CDI's iCell products are rapidly being adopted by the pharmaceutical industry for disease modeling, drug discovery, and toxicity testing, which represent a first step toward in vitro clinical trials.



▲ **Quality, Quantity, Purity. Delivered.**
CDI's proprietary process delivers industrial quantities of highly pure populations of differentiated cell types for use in a variety of applications.

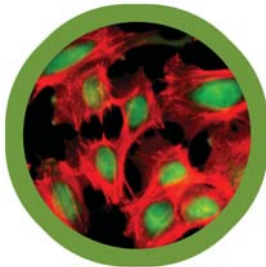
“Had stem cell-derived heart tissue been available then, the company could have pulled the plug early, saving two years of work and millions of dollars.”

Kyle Kolaja, Global Head of Predictive Toxicology Screening and Emerging Technologies, Roche (*Bloomberg Business Week*, 2010)

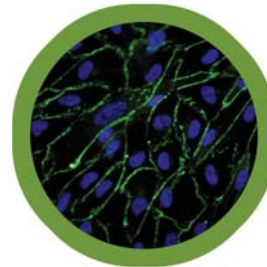


iCell Products

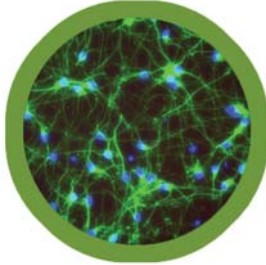
CDI's first commercial products, iCell Cardiomyocytes, are human iPS cell-derived heart cells that exhibit typical electrophysiological characteristics and expected electrophysiological and biochemical responses to exogenous agents. Additional iCell products, including iPS cell-derived hepatocytes, neurons and endothelial cells, are currently in development and will provide a reliable source of human cells to accelerate drug discovery, improve the predictability of drug efficacy and toxicity, and eliminate poor drug candidates before investing in long and costly clinical trials.



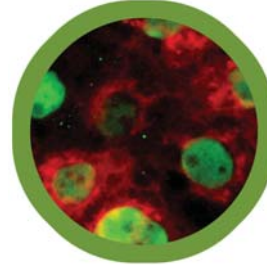
◀ **iCell Cardiomyocytes**
Immunostaining of iCell Cardiomyocytes expressing the cardiac transcription factor Nkx2.5 (green) and F-actin (red)



◀ **iCell Endothelial Cells**
Immunostaining of iCell Endothelial Cells expressing the ZO-1 (green) located at the cellular junctions



◀ **iCell Neurons**
Immunostaining of iCell Neurons for the neuronal marker β -III tubulin (green) showing extensive neurite outgrowth



◀ **iCell Hepatocytes**
Immunostaining of iCell Hepatocytes expressing albumin (red) and hepatocyte nuclear factor 4-alpha (green)

Custom Products and Services

CDI offers iPS cell reprogramming products and services. Contact us for details.

ADVANTAGES

iCell Products

- **Human Cells:** Cells are terminally differentiated human cells that maintain normal characteristics and functions, providing biologically relevant results.
- **Pure, Homogenous, and Reproducible:** Cells are highly pure and therefore provide biologically relevant and reproducible results.
- **Easy to Implement:** Cells are shipped as cryopreserved suspensions of single cells with cell culture media specifically formulated for optimal cell performance. Simply thaw and use.
- **Acute and Longer Term Testing:** Cells remain viable and pure in culture for weeks, thus enabling assessment of both acute and chronic responses.

For More Information

Cellular Dynamics International, Inc.
525 Science Drive
Madison, WI 53711 USA

T (608) 310-5100 | Toll-free US (877) 310-6688
E sales@cellulardynamics.com
W www.cellulardynamics.com