



CYNTELLECT ANNOUNCES TRAVEL AWARD PROGRAM TO THANK RAPIDLY GROWING CUSTOMER BASE

SAN DIEGO, CA—January 12, 2011—Cytellect, Inc., a privately-held life sciences company commercializing products to advance the study of cell biology, stem cell research, biopharmaceutical production, and drug discovery, today launches a new travel award program to thank its customers for their support in helping to make 2010 the most successful year in the company's history. The program offers travel awards to assist researchers who present a talk or poster citing data generated using the Celigo™ Adherent Cell Cytometer or LEAP™ Cell Processing Workstation at scientific meetings and conferences. Through this program, Cytellect seeks to promote the key principles of scientific communication and collaboration for their customers during these challenging economic times.

In 2010, a record number of Celigo and LEAP instruments were sold worldwide through the Company's dedicated sales team and Asian distribution network. Cytellect's President and CEO, Saiid Zarrabian, commented, "Cytellect is committed to supporting our customers, and values highly the importance of sponsoring scientific excellence. Cytellect's rapid sales growth and product momentum has energized and inspired us to share our customer's successes. The Cytellect travel sponsorship program provides our valued customers the opportunity to showcase the high caliber research achievements while using our award winning instruments."

Media Contacts:

info@cyntellect.com

About Celigo and LEAP

Celigo is Cytellect's proven platform for non-invasive *in situ* live cell imaging, providing unsurpassed speed, flexibility, and precision of cellular analyses across a wide range of applications. The LEAP platform combines high-speed whole well imaging and ultra fast laser manipulation for selective and efficient purification of cells right where they are grown.

About Cytellect

Cytellect is dedicated to setting new standards in cell analysis, purification, and processing technology. Cytellect's products support key applications to advance life science research, biopharmaceutical production, and stem cell research and drug discovery. The Company's technology employs *in situ*, microplate-based cytometry to analyze cells with minimal sample manipulation, and process cells with great precision and efficiency. Cytellect's expanding cellular analysis and processing portfolio is expected to play an enabling role in the coming age of advanced cell-based diagnostics and therapeutics.