

New Study Demonstrates Accuracy of Non-Invasive Method to Measure Platelet pH; First time measurement can be taken while maintaining bag sterility

Seattle, WA, October 17, 2005 – Blood Cell Storage, Inc., (BCSI) today released preliminary results showing its proprietary pH Detection System can determine the pH of platelets while maintaining bag sterility. The results were presented today at the Annual Meeting of the American Association of Blood Banks (AABB) in Seattle, Washington.

“These data show for the first time that the pH of platelets can be accurately measured without breaking the sterility of the bag,” said Mike Reed, Ph.D., Director of Research and Development, BCSI. “This technology will ultimately allow transfusion personnel to measure and monitor platelet pH as frequently and as many times as they want or are required.”

Blood platelets are a life-saving tool for cancer, trauma and transplantation patients. Chemotherapy, radiation treatment, immunosuppression and blood loss shut down the body’s natural ability to create platelets, which are responsible for blood clotting, making platelet transfusions necessary.

Platelets must be stored at room temperature, creating a short and limited shelf-life of five to seven days. Each day the platelet quality deteriorates and individual bags vary greatly in their stability. Despite chronic shortages, as much as 20 percent of all donated platelets must be discarded, creating enormous waste of a valuable resource.

The pH level of platelets is an indication of the health of blood platelets. However, there is currently no non-invasive method for measuring the pH of platelets inside the bag. A reliable pH detection method could assist inventory management as well as help to ensure sick patients receive healthy platelet transfusions.

Data presented at the conference showed that BCSI’s prototype pH Detection System gave 0.1 pH unit accuracy. Preliminary results indicated the measurements were not affected by different colored plasmas, such as those containing excessive fat. The non-invasive nature of the device allows for multiple determinations of platelet pH, while maintaining bag sterility.

“We are enthusiastic about innovation that may help us improve our quality control,” said Dana V. Devine, Ph.D., Director of Research and Development, Canadian Blood Services and Chair of BCSI’s Scientific Advisory Board. “Our hope is that the pH detector can help improve the quality of platelets we give to our patients.”



About the pH Detector:

BCSI's pH Detection System uses an optical sensing technology combined with a chemically modified membrane to measure pH. The detector is incorporated directly onto a platelet storage bag and contains a fluorescent sensor with unique properties. A reading device measures the color of a glow from the membrane and provides our pH reading. The reader is self-calibrating, and the pH measurements can be taken multiple times over the lifetime of the product while maintaining bag sterility.

Testing of the pH detector is currently being conducted with BCSI's development partner, Sanquin Blood Supply Foundation, based in the Netherlands. Sanquin has development and supply agreements with several of the world's largest suppliers of platelet products and is well respected within the European and U.S. regulatory and scientific communities.

BCSI is in process of obtaining regulatory approval for the pH detector in Europe, and the product could be available in some Northern European countries early next year. The detector is not yet available in the US or Canada.

About BCSI

BCSI, formerly Blood Cell Storage, Inc., is a medical device company dedicated to developing non-invasive methods to measure platelet health. Platelets are blood cells responsible for clotting that are collected by blood banks and used to treat cancer and trauma patients. BCSI's products do not violate the sterility of the platelet storage device, a critical limitation of current products, and can be used anywhere along the blood collection/distribution chain.

BCSI was founded in 1999 and is based in Seattle, Washington. The company has development partnerships with organizations in the US, Europe and Canada. For more information, please visit the BCSI's website at www.bloodcellstorage.com.

Contact:

Nicole Lynch

(917)673-0652

nicole@isostrategies.com

###