

<b><u>LifeCell – Daily News Update</u></b>
<b><u>September 10, 2009</u></b>

**Direct News:**

<b>Publication</b>	<b>webnewswire.com</b>
<b>Headline</b>	<a href="#"><u>Max New York Life Insurance ties up with LifeCell International</u></a>
<b>Gist of the article</b>	<p>Max New York Life Insurance Co. Ltd, one of India’s leading insurance companies today announced a strategic tie up with LifeCell International (“LifeCell”) India’s first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology. As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Commenting on the tie-up, Mr. V. Vishwanand, Director &amp; Head - Banca &amp; DST, Max New York Life Insurance Company, said, “In a country like India knowledge about financial planning is relatively lower and there is immense potential for people to use their money in a more effective manner to achieve their goals in life. Planning for children’s future is one such reason for saving in majority of Indian Households. Our arrangement with LifeCell is a step towards accomplishing our agenda of financial literacy and creating awareness about need for financial planning. Life insurance is an important tool in financial planning as it provides financial protection and helps in long-term wealth creation for meeting various life stage needs. Through this tie-up, we are able to educate and extend to the LifeCell customers a bouquet of services in life and health insurance products.”</p> <p>Under this arrangement MNYL will reach out to LifeCell’s customers who are expectant parents and create awareness on the importance of securing a child’s future against unseen health and financial needs. Every LifeCell customer will get the opportunity to analyse their future financial needs and explore various insurance and savings options available with MNYL.</p> <p>Expressing his views on the occasion, Mr. Mayur Abhaya, Executive Director, LifeCell International, said, “We have consciously evolved our service offerings at every stage to provide exclusive value added services to all our customers. We decided to join hands with Max New York Life Insurance citing their successful past records and the growth on investments they have been offering to their customers. Our association with Max New York Life Insurance will provide LifeCell customers’ a direct access to their best-in class services and products.</p>

<b>Publication</b>	<b>Samaylive.com</b>
<b>Headline</b>	<a href="#"><u>Max New York, LifeCell tie up</u></a>
<b>Gist of the article</b>	Max New York Life Insurance on Wednesday announced a strategic tie-up with

	<p>LifeCell, India's first stem cell banking service provider.</p> <p>The insurer said it will offer life insurance options to LifeCell customers for their children. LifeCell, it said, provided biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use.</p>
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Publication	<b>Mynews.in</b>
Headline	<a href="#"><u>Max New York Life Insurance ties up with LifeCell International</u></a>
Gist of the article	<p>Max New York Life Insurance Co. Ltd, one of India's leading insurance companies today announced a strategic tie up with LifeCell International ("LifeCell") India's first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology.</p> <p>As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Commenting on the tie-up, V. Vishwanand, Director and Head - Banca and DST, Max New York Life Insurance Company, said, "In a country like India knowledge about financial planning is relatively lower and there is immense potential for people to use their money in a more effective manner to achieve their goals in life.</p> <p>Planning for children's future is one such reason for saving in majority of Indian Households. Our arrangement with LifeCell is a step towards accomplishing our agenda of financial literacy and creating awareness about need for financial planning. Life insurance is an important tool in financial planning as it provides financial protection and helps in long-term wealth creation for meeting various life stage needs. Through this tie-up, we are able to educate and extend to the LifeCell customers a bouquet of services in life and health insurance products."</p> <p>Under this arrangement MNYL will reach out to LifeCell's customers who are expectant parents and create awareness on the importance of securing a child's future against unseen health and financial needs. Every LifeCell customer will get the opportunity to analyse their future financial needs and explore various insurance and savings options available with MNYL.</p> <p>Expressing his views on the occasion, Mr. Mayur Abhaya, Executive Director, LifeCell International, said, "We have consciously evolved our service offerings at every stage to provide exclusive value added services to all our customers. We decided to join hands with Max New York Life Insurance citing their successful past records and the growth on investments they have been offering to their customers. Our association with Max New York Life Insurance will provide LifeCell customers' a direct access to their best-in class services and products.</p> <p>Max New York Life Insurance Company Ltd. is a joint venture between Max India Ltd., one of India's leading multi-business corporations and New York Life International, the international arm of New York Life, a Fortune 100 company.</p> <p>Max New York Life Insurance, incorporated in 2000, is one of India's leading private life insurance companies. The company offers both individual and group life insurance</p>

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Publication	<b>Malaysiasun.in</b>
Headline	<b><u><a href="#">Max New York Life Insurance ties up with LifeCell International</a></u></b>
Gist of the article	<p>Max New York Life Insurance Co. Ltd, one of India's leading insurance companies today announced a strategic tie up with LifeCell International ("LifeCell") India's first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology.</p> <p>As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Commenting on the tie-up, V. Vishwanand, Director and Head - Banca and DST, Max New York Life Insurance Company, said, "In a country like India knowledge about financial planning is relatively lower and there is immense potential for people to use their money in a more effective manner to achieve their goals in life.</p> <p>Planning for children's future is one such reason for saving in majority of Indian Households. Our arrangement with LifeCell is a step towards accomplishing our agenda of financial literacy and creating awareness about need for financial planning. Life insurance is an important tool in financial planning as it provides financial protection and helps in long-term wealth creation for meeting various life stage needs. Through this tie-up, we are able to educate and extend to the LifeCell customers a bouquet of services in life and health insurance products."</p> <p>Under this arrangement MNYL will reach out to LifeCell's customers who are expectant parents and create awareness on the importance of securing a child's future against unseen health and financial needs. Every LifeCell customer will get the opportunity to analyse their future financial needs and explore various insurance and savings options available with MNYL.</p> <p>Expressing his views on the occasion, Mr. Mayur Abhaya, Executive Director, LifeCell International, said, "We have consciously evolved our service offerings at every stage to provide exclusive value added services to all our customers. We decided to join hands with Max New York Life Insurance citing their successful past records and the growth on investments they have been offering to their customers. Our association with Max New York Life Insurance will provide LifeCell customers' a direct access to their best-in class services and products.</p> <p>Max New York Life Insurance Company Ltd. is a joint venture between Max India Ltd., one of India's leading multi-business corporations and New York Life International, the international arm of New York Life, a Fortune 100 company.</p> <p>Max New York Life Insurance, incorporated in 2000, is one of India's leading private life insurance companies. The company offers both individual and group life insurance solutions. It has established a wide distribution network across India. Through its wide network of highly competent life insurance agent advisers and</p>

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Publication	<b>Businesswireindia.com</b>
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Publication	<b>Bombaynews.net</b>
Headline	<a href="#"><u>Max New York Life Insurance ties up with LifeCell International</u></a>
Gist of the article	<p>Max New York Life Insurance Co. Ltd, one of India's leading insurance companies today announced a strategic tie up with LifeCell International ("LifeCell") India's first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology.</p> <p>As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Commenting on the tie-up, V. Vishwanand, Director and Head - Banca and DST,</p>

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<b>Publication</b>	<b>Newstrackindia.com</b>
<b>Headline</b>	<b><a href="#">Max New York Life Insurance ties up with LifeCell International</a></b>
<b>Gist of the article</b>	<p>Max New York Life Insurance Co. Ltd, one of India's leading insurance companies today announced a strategic tie up with LifeCell International ("LifeCell") India's first and the largest stem cell banking service provider, and a pioneer in stem cell research and technology.</p> <p>As LifeCell ensures biological insurance for children by banking their umbilical cord blood stem cells for future therapeutic use, MNYL will offer life insurance options to LifeCell customers helping them meet the future financial needs of their children.</p> <p>Commenting on the tie-up, V. Vishwanand, Director and Head - Banca and DST, Max New York Life Insurance Company, said, "In a country like India knowledge about financial planning is relatively lower and there is immense potential for people to use their money in a more effective manner to achieve their goals in life.</p>

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**Key Industry News:**

Publication	<b>news.bbc.co.uk</b>
Headline	<a href="#"><u>Stem cell link to prostate cancer</u></a>
Gist of the article	<p>A newly identified type of stem cell may cause some cases of prostate cancer, research on mice suggests. The cells, found among those which line the inner cavity of the prostate gland, can produce copies of themselves, and other, more mature cell types. But researchers showed that when the cells were deliberately mutated by switching off a tumour suppressor gene they rapidly formed tumours. The Columbia University study appears in the journal Nature.</p> <p>Each year around 34,000 men are diagnosed with the disease, and around 10,000 die from it. Stem cells, the body's master cells which can form many different types of tissue, have previously been implicated in other forms of cancer, such as leukaemia. Their possible role in prostate cancer has been the subject of speculation for many years.</p> <p>The cells have a long lifespan in the prostate and exist to generate new tissue, so in</p>

	<p>theory if they mutate and start to grow in an unregulated way they have the potential to be very damaging.</p> <p>The newly identified cells - a type of luminal epithelial stem cell - do not rely on androgens - the male sex hormones that control prostate growth - to thrive.</p>
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Publication	health.usnews.com
Headline	<a href="#"><u>Health Buzz: Liposuction Fat Offers Stem Cell Source and Other Health News</u></a>
Gist of the article	<p>Researchers have discovered a way to make a type of stem cell from fat removed during liposuction surgery, Scientific American reports. A team of cardiologists and plastic surgeons at Stanford University transformed immature fat cells into induced pluripotent stem cells or iPS cells, a type of stem cell that mimics embryonic stem cells—which can become about any tissue in the body. IPS cells are usually made from skin cells, but fat cells may be easier for scientists to use; the researchers found they could make immature fat cells into iPS cells twice as fast as they could using an immature type of skin cell and with 20 times the efficiency, according to Scientific American. Their findings are published in the Proceedings of the National Academy of Sciences.</p> <p>Learn which diseases stem cells might cure, a list of 10 that includes heart disease and Alzheimer's disease. Find out why embryonic stem cells are obsolete and why iPS cells may have the greatest potential to advance new treatments.</p>