

Excellence is affordable.

New England Cord Blood Bank, Inc.

When you're choosing a cord blood bank, cost is not likely your greatest concern. After all, your baby's cord blood may someday be used to save a life. What's probably most important to you is choosing the company you can trust to preserve the cord blood until you may need it.

At New England Cord Blood Bank, Inc., we offer the highest quality services, technology and facilities available, yet we remain one of the most affordable companies in the U.S. It's also because we're privately owned and debt-free, so our overhead is very low. And it's because of our many years of experience – in cryogenics since 1982 and cord blood banking for the last decade – so we can do our jobs very well at a reasonable cost to you.

We feel our affordable excellence is proof of how well our business is run, and we hope you'll find this a compelling reason to entrust your baby's cord blood to New England Cord Blood Bank, Inc.



Choose the best

The most experienced name in cryogenics

To take a guided
tour of our facility visit
www.cordbloodbank.com

New England Cord Blood Bank is the largest, most experienced and respected private cord blood bank in the world. Headquartered in Boston, Massachusetts, we serve clients around the nation and the globe, with international locations in the United Kingdom, Turkey, Mexico, Peru, Chile, Venezuela, Argentina and Brazil.

Extraordinary expertise

No other company can match the cryogenic expertise of our dedicated team. Long before cord blood banking became a common procedure, our company was an industry leader in cryogenic preservation of human tissue. Founded in 1982 as the New England Cryogenic Center, we extended our cryogenic expertise in 1995 by establishing New England Cord Blood Bank, Inc. Since then we have served thousands of families and have built a reputation for integrity, experience and cutting-edge technology.

Successful transplants

Though we regret when a family requires access to their umbilical blood stem cells to treat a disease, we are pleased to have a 100 percent cell recovery success rate. This is due in part to our state-of-the-art processing and storage technology, which research has shown to be the most successful in terms of cell recovery and transplants.

Dependable transport

Our overnight express shipper ranks as the number one shipper of diagnostic specimens in the world. We also offer the choice of a medical courier for families that prefer that option. The safe, secure shipping of your baby's blood is one of our highest priorities.



Our Guarantee

We guarantee that 100 percent of your baby's umbilical blood stem cells will be available to only you and your family and will not be used for research.

State-of-the-art facilities

Our 45,000 square-foot, state-of-the-art laboratory and cryogenic storage facility has been providing specimens for transplant to the medical community for more than 23 years and processing cord blood for a decade. Our processing and quality control procedures are certified by the AABB and follow the strictest standards in cord blood banking today. There is no safer environment for your baby's cord blood than our laboratory, where we monitor your cells 24 hours a day, seven days a week.

Unmatched security

Because we process, test, verify, cryo-preserve and store your baby's collected cells in a single state-of-the-art facility, we deliver greater security than many of our competitors who subcontract aspects of this process to other locations. Upon arrival, your baby's cord blood will be logged in to our laboratory information management system and handled with the utmost care.

Each unit of cord blood is processed from start to finish at a single dedicated workstation, ensuring proper isolation and labeling during processing and eliminating any possibility of mislabeling or cross contamination. Furthermore, entry to NECBB's constantly monitored laboratory and storage area is gained only through a controlled access point to maintain the safety of your stored cells. And finally, our PharmaStem license ensures the security of your baby's cells for years to come.

"We chose to bank our cord blood because we wanted to be able to help protect our daughters, including our older daughter and even possibly ourselves, in the future from certain diseases that may be cured by umbilical blood stem cells. We chose NECBB because it offered the same benefits and certifications as other cord blood storage banks with a lower cost and better customer service." – Tami Antonini, Phoenix, AZ



Quality counts

We've earned our customers' trust

"I chose NECBB after researching a number of options and meeting with a representative at a scientific meeting I attended. Among the issues that made a difference to me was that NECBB is a completely private cord blood bank. Banks that have both private and public components often sell their cells, which is something I didn't want. Also, NECBB started as a cryogenic laboratory first, not as a company designed only to store cells, like so many of its competitors."

**- Alison Johnson,
Atlanta, GA**

While our experience and security are unmatched, it is our approach to business and customer service that really sets us apart.

Superior service

While having a baby is one of life's most exciting and fulfilling experiences, it can also be a time of stress. That is why our team is dedicated to making your cord blood banking experience as simple as possible. From the clear and concise answers you will get from our customer care experts to the simplicity of our collection process to the straight forward quality of our contracts and materials, our dedicated team of physicians, cryogenic engineers, and laboratory professionals are committed to making your experience as simple and worry-free as possible. When you have questions or need information, you'll always have a friendly and helpful representative ready to assist you quickly.

Corporate stability

While many of our competitors are subsidiaries of larger companies that may or may not be invested in cord blood banking for the long haul, NECBB is a debt-free, family-owned business with a 23 year history of success and three generations of family involvement. This sound corporate and financial position ensures the long-term stability of our company, and of your baby's cells.

Honest approach

At NECBB, our business has been built on credibility and integrity. We are upfront about everything we do. Our highly trained staff is here to provide you with honest answers to your questions. Our sales people earn a salary rather than a commission, so they never feel pressured to force a sale. There are no hidden charges in our fees. Everything, including standard shipping, is included in our affordable pricing. Because of the nature of our business, we feel you deserve nothing less.



New England Cord Blood Bank Medical Advisory Board

Licensed and accredited

Our laboratory facility is operated under the strictest guidelines. Our accreditations and licenses include:

Food and Drug Administration (FDA) – we are registered with the FDA.

American Association of Blood Banks (AABB) – we are accredited by the AABB, certifying our compliance with their strict Standards for Blood Banks and Transfusion Services, as well as state and federal regulations.

PharmaStem License – NECBB is

one of the first cord blood banks to enter into a licensing agreement with PharmaStem Therapeutics, Inc., the holder of five U.S. patents related to processing umbilical cord blood used by most cord blood banks. The license ensures that your baby's cells are legally protected. Cord blood banks without a PharmaStem license risk being found guilty of patent infringement, jeopardizing the safety of the cells they are storing. Our PharmaStem license protects doctors, midwives and hospitals as well from the threat of legal penalties.

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Human Genetics
MS - University of Pittsburgh

Division Leader, Human Genetics
Massachusetts General Hospital

AABB Accreditation





Protect your family

Give your loved ones the best chance for health

Cord blood banking with NECBB is simple, safe and secure. It is a life-saving opportunity that happens only at the time of a birth, and it offers a powerful medical resource in fighting devastating chronic and acute diseases. Think of it as an investment in your family's future.

A vital source of umbilical blood stem cells

Your baby's cord blood is one of the richest sources for umbilical blood stem cells, which doctors are using with ever greater success to fight a host of diseases. Banking cord blood with NECBB is a simple and non-controversial way to harvest stem cells which may be used to help your baby, your family members or you fight life-threatening ailments like cancer, leukemia and genetic diseases. Researchers are currently working to develop treatments using umbilical blood stem cells for diseases like Alzheimer's, Parkinson's, diabetes and spinal cord injuries.

A simple procedure

Collecting cord blood with NECBB is a painless procedure that poses no risk to mother or baby. Immediately after birth, the umbilical cord is clamped and separated from the baby. At this point, a needle is inserted into the umbilical cord and the blood within the cord is drained into a blood bag. The process is non-invasive and takes less than five minutes.

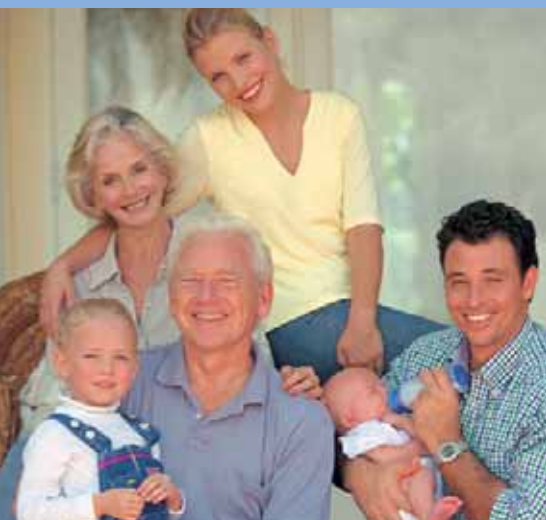
After the blood is collected, it is shipped overnight to the NECBB laboratory. The umbilical blood stem cells are separated from the blood and stored in cryogenic freezers at temperatures of -321°F . From that point, the frozen cells are monitored around the clock. In the event that the cells are needed for medical treatment, they are carefully and immediately made ready for use.



Why should you bank your baby's cord blood?

- Provides potential to save the life of your baby or another family member
- Offers once-in-a-lifetime opportunity: umbilical blood stem cells can be collected from cord blood only immediately after birth
- Procedure is simple, painless and risk-free
- Improves the odds of finding a stem cell match, especially for African-Americans, Hispanics, Native Americans and people of mixed ethnicity
- Gives your family access to the benefit of future medical advances that may use umbilical blood stem cells to treat life's most devastating diseases
- Provides greater security for people with family history of cancer or genetic disease

"My husband and I have been amazed by all the stem cell research we've been reading. We felt that medical technology is advancing at such a rapid rate that having our child's cord blood could be beneficial in the future. With our family medical history, we knew that cord blood banking was the right choice." – **Kristy Miller, Cave Creek, AZ**



A genetic match

To be used in treatment, your baby's umbilical blood stem cells must have a genetic match with the recipient.

Chance of match for

Baby	100%
Parent	50%
Sibling	25%



The key to health

Umbilical blood stem cells are nature's building blocks

Think of umbilical blood stem cells as building blocks, or "mother cells," in terms of fighting disease. They are at the forefront of one of the most fascinating and revolutionary areas of biology today. Scientists are rapidly discovering the many revolutionary uses of stem cells, which have the unique capability of creating the major components of human blood, bone marrow and the immune system.

There are different types of stem cells. A "hematopoietic" stem cell is the type collected from the umbilical cord blood. It can both multiply and separate into red blood cells, white blood cells and platelets.

Fighting disease

Patients suffering from a malignant disease, such as leukemia, may undergo treatment with radiation or chemotherapy to destroy the cancer cells in their body. While these treatments are often successful in destroying cancer cells, they may also destroy the patient's healthy cells and bone marrow in the process.

Bone marrow is essential for the production of blood cells. If the bone marrow is destroyed, a stem cell transplant becomes necessary. Transplanted umbilical blood stem cells re-populate the bone marrow, which replenishes the body's supply of red blood cells.

Every year, a growing number of patients are diagnosed with diseases that can be treated by bone marrow transplantation. But more than 50% of these patients are unable to find a donor with matching tissue type using donor registries. It is even more difficult for African Americans, Hispanics, Native Americans and other ethnic minorities or those with mixed ethnicities to locate donors.

Using a family member's stored umbilical blood stem cells offers patients in need a higher probability of finding an exact or acceptable match for their transplantation needs. Most important, cord blood banked at NECBB is available when you and your family need it most, allowing treatment to begin almost immediately, without time spent searching for a match.



Every year, nearly 50 – 70% of patients who are diagnosed with diseases that can be treated by bone marrow transplantation are unable to find a donor with matching tissue type using donor registries.

Will we really need these umbilical blood stem cells?

- Use of umbilical blood stem cells is growing every year
- Over 4,000 cord blood stem cell transplants have been reported worldwide
- More than 400-500 new patients receive treatment annually
- 1 child in 400 is likely to need their umbilical blood stem cells for medical use (*Blood*, October 2004)
- 1 family member in 1,400 is likely to need stem cell therapy (*Journal of Pediatric Hematology/Oncology*, 1997)
- 1 in 7 North Americans prior to age 70 will require treatment for cardiac repair (i.e., Myocardial Infarction or Congestive Heart Failure) which may be treated with umbilical blood stem cells in the future (*Nietfeld & Verter*, 2004)



Fight disease

Potent weapons to fight a growing list of ailments

“Ultimately, cord blood banking offers great potential. If someone told you there was a technology that could save your child’s life, wouldn’t you want to use it? For the cost of a few cups of coffee each week, it’s been worth it to us.”

— **Daedra Heald,**
New Boston, NH

When a child or adult has a life-threatening disease like cancer, treatments such as chemotherapy or radiation that are designed to destroy cancer cells unfortunately destroy healthy cells as well. When available, umbilical blood stem cells are used to replace these destroyed cells to rebuild bone marrow and the immune system, giving the patient the greatest chance for recovery.

Today, umbilical blood stem cells are routinely used to fight more than eighty childhood and adult diseases including

cancer, leukemia, immune deficiencies and genetic diseases.

The future of umbilical blood stem cell treatment is bright

Even more impressive than the list of diseases umbilical blood stem cells can treat today is the potential for future use. New treatments involving umbilical blood stem cells are being found every year, and they may play an important role in helping to treat and to cure some of the most serious threats to life and health.

Diseases That Can Currently be Treated by Umbilical Blood Stem Cell Transplantation

Stem Cell Disorders

- Aplastic Anemia (Severe)
- Fanconi Anemia
- Paroxysmal Nocturnal Hemoglobinuria (PNH)

Acute Leukemias

- Acute Lymphoblastic Leukemia (ALL)
- Acute Myelogenous Leukemia (AML)
- Acute Biphenotypic Leukemia
- Acute Undifferentiated Leukemia

Chronic Leukemias

- Chronic Myelogenous Leukemia (CML)
- Chronic Lymphocytic Leukemia (CLL)
- Juvenile Myelomonocytic Leukemia (JMML)

Myeloproliferative Disorders

- Acute Myelofibrosis
- Polycythemia Vera
- Essential Thrombocythemia

Myelodysplastic Syndromes

- Refractory Anemia (RA)
- Chronic Myelomonocytic Leukemia (CMML)

Lymphoproliferative Disorders

- Non-Hodgkin’s Lymphoma
- Hodgkin’s Disease
- Prolymphocytic Leukemia

Inherited Erythrocyte Abnormalities

- Beta Thalassemia Major
- Pure Red Cell Aplasia
- Sickle Cell Disease

Liposomal Storage Diseases

- Mucopolysaccharidoses (MPS)
- Hunter’s Syndrome (MPS-II)
- Metachromatic Leukodystrophy

Histiocytic Disorders

- Histiocytosis-X
- Hemophagocytosis

Phagocyte Disorders

- Chediak-Higashi Syndrome
- Chronic Granulomatous Disease
- Neutrophil Actin Deficiency
- Reticular Dysgenesis

Congenital Immune System Disorders

- Leukocyte Adhesion Deficiency
- Bare Lymphocyte Syndrome
- Absence of T & B Cells SCID
- Common Variable Immunodeficiency

Inherited Platelet Abnormalities

- Amegakaryocytosis / Congenital Thrombocytopenia

Plasma Cell Disorders

- Multiple Myeloma
- Plasma Cell Leukemia

Other Inherited Disorders

- Lesch-Nyhan Syndrome
- Cartilage-Hair Hypoplasia
- Osteopetrosis

Other Malignancies

- Breast Cancer
- Ewing Sarcoma
- Neuroblastoma
- Renal Cell Carcinoma



Today, umbilical blood stem cells are routinely used to fight more than eighty childhood and adult diseases including cancer, leukemia, immune deficiencies and genetic diseases. Even more impressive is the potential for future use.

Diseases That May be Treatable by Umbilical Blood Stem Cell Transplantation in the Future

Stroke

700,000 Americans
each year suffer from stroke

Alzheimer's Disease

affects 1 in 10 over 65 and 5 in 10
over age 85. Currently 4 million live
with this devastating disease

Bone Regeneration

may someday treat people
who suffer from osteoporosis

Liver Disease

25 million Americans live
with disease affecting the
body's largest organ

Multiple Sclerosis

a chronic, unpredictable disease
of the central nervous system,
affecting 400,000 Americans.

Diabetes

affects an estimated
18.2 million Americans,
and the number rises each year.

Parkinson's Disease

affects as many as one million Americans

ALS, or Lou Gehrig's Disease

is a degenerative disease that affects
the nerve cells in the brain and spinal cord –
30,000 are living with this disease today

Heart Disease

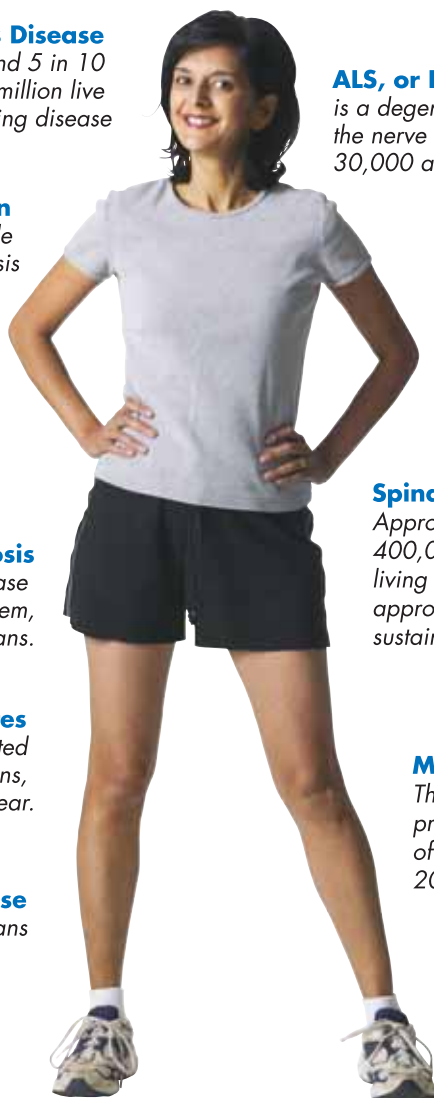
the leading cause of death
in America today

Spinal Cord Injury

Approximately 250,000 –
400,000 Americans are currently
living with spinal cord injuries and
approximately 11,000 people
sustain new injuries each year.

Muscular Dystrophy

These genetic diseases causing
progressive weakness and degeneration
of the skeletal muscles affect
20,000 to 50,000 annually





Four simple steps

to banking your baby's cord blood

1 **Enroll today.**

You can enroll online at www.cordbloodbank.com, over the phone at 888.700.2673, or using the form found at the back of this packet.

2 **Pack your kit.**

As soon your enrollment is received, we'll send you a collection kit with everything you need for the hospital. It includes the cord blood collection bag and the necessary equipment to collect blood during a vaginal and a caesarean birth. You'll want to pack it with the other things you're taking to the hospital. You'll also want to let your doctor or midwife know at your next pre-natal visit that you plan to bank your baby's cord blood.

3 **Call the courier.**

Once your baby is born and your medical team collects the cord blood, place a call to our courier service. Your collection bag will be picked up

promptly and delivered overnight to our world headquarters, where it will be processed, tested and stored. Our overnight express shipper is the number one shipper of diagnostic specimens in the world and we also offer the choice of a medical courier for families that prefer that option.

4 **Rest assured.**

As soon as we have received your sample, we will call you to confirm that we have it and will commence processing immediately. After processing, a written lab report is sent to your home, detailing the number of umbilical blood stem cells preserved and informing you that your baby's cord blood is stored securely in our cryogenic storage tanks. Then you can enjoy your baby with the knowledge that the cord blood is available to you at any time in the future, should you need it.