



HUREL
CORPORATION

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**Hurel Corporation Announces Appointment of Matthew K. Shipton
as Head of Sales and Marketing**

Ten-year industry veteran of sales and development of cell-based liver models

North Brunswick, NJ, June 23, 2014 -- Hurel Corporation (“Hurel”), a world-leading provider of advanced artificial tissue constructs and microfluidic assay platforms, today announced the appointment of Matthew K. Shipton to lead Hurel’s commercial operations as the Company’s Head of Sales and Marketing. Mr. Shipton will report to CEO Rob Freedman and, in addition to leading Hurel’s outreach to its customers, will work closely with the Company’s R&D team to articulate market needs and identify opportunities for new products.

Over the past ten years, Mr. Shipton has amassed deep domain expertise in cell-based pre-clinical products and services. Immediately before joining Hurel he served as the Central and Southern U.S. Regional Sales Manager for Bioreclamation IVT (formerly CelsisIVT), the leading provider of primary cell products and biological specimens. In that role Mr. Shipton organized and led multiple, dedicated strategic initiatives, including establishing the CelsisIVT partnership with the Research Institute for Liver Disease (RILD) in China and consummating long-term supply agreements with a number of the major pharmaceutical companies. Prior to CelsisIVT, Mr. Shipton served as Director of North American Business Development for Cyprotex, PLC, a UK-based contract research organization (“CRO”) specializing in preclinical drug discovery services. Before Cyprotex, he was Regional Sales Manager for CellzDirect, a Durham, NC-based provider of primary liver cell-based products and services which in 2008 was acquired by Invitrogen (now Thermo Fisher). Mr. Shipton holds Bachelor’s and Master’s Degrees in Chemistry from, respectively, Youngstown State University and North Carolina State University.

Hurel CEO Rob Freedman commented, “In Matt Shipton Hurel has gained someone who will be critical to our mission of bringing our best-in-class products to the scientists who need them. Over the past ten years Matt has earned wide respect as a passionate and tenacious advocate on behalf of his customers. His understanding of the interplay of cost, capability, and application of in vitro liver technologies is a precious commodity. Matt is about to change the game by using Hurel’s technically powerful, industrially convenient and cost-effective cell-based products to translate customer needs into solutions that exceed customer expectations.”

About Hurel

With labs in North Brunswick, NJ, Hurel Corporation is a world-leading provider of advanced artificial liver tissue constructs and microfluidic cell-based assay platforms that are used in pre-clinical drug development by major pharmaceutical and biotechnology research organizations, as well as in the toxicological testing of industrial materials and consumer products.

Hurel’s cell-based products, respectively tradenamed *HμRELHuman™*, *HμRELDog™*, *HμRELPrimate™*, and *HμRELRat™*, are made from actual liver cells derived from the human, canine, cynomolgus monkey, or rat species—four of the species most commonly involved in pre-clinical drug development. Formulated as “3D” co-cultures of two different types of cells naturally occurring in the liver, Hurel’s products are distinctive for their high levels of metabolic competency and general cellular responsiveness, and for the long-enduring time periods over which their high levels of function stably endure. Hurel’s attributes of potency, stability and long-endurance of cellular function enable researchers to carry out previously unexecutable kinds of experiments that may involve conditioning cells through repeated dosing, or subjecting the cells to repeated, sub-acute exposures to potentially toxic materials, over time periods that last multiple weeks or longer, that consequently cannot be performed in the limited time-span of days or hours of which the in vitro methods in wide use today are capable, and that consequently have often been conducted in live animals up until now.

Of importance equal to their high, stable, and long-enduring functional competency is the convenience, ease of use, and ruggedness which Hurel engineers into its products. Hurel’s patent-pending shipping methods enable the Company to deliver its products by airplane so that they arrive fully functional and ready for use without first requiring the researcher to perform any preparatory cell culture work. Hurel air-ships its products throughout the United States and Western Europe.

Hurel’s venture capital investors are led by Spring Mountain Capital, of New York City; the Humane Society of the United States is a participating investor. In addition to its currently available products, Hurel is developing *HμRELFlow™*, which employs microfluidics to amplify the power of the Company’s cell-based technologies

More information about Hurel can be found at <http://hurelcorp.com/>.