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ACEA Biosciences and Hurel[®] Corporation Announce Joint Marketing of Integrated Product Kits

Alliance to offer customers the synergies of ACEA's and Hurel's two technologies functioning in concert. Integrated product kits to be marketed by both companies.

San Diego, CA and North Brunswick, NJ, October 1,3 2014 — ACEA Biosciences (“ACEA”), a pioneer of impedance-based, label-free, real-time cell analysis instrumentation, and **Hurel Corporation (“Hurel”),** a world-leading provider of in vitro liver models that bring improved translational utility to pre-clinical drug development, today announced that they have consummated a technology and marketing alliance through which they will begin to offer their respective technologies combined together in a single, integrated cell-based assay platform. The formal launch of the new, integrated platform is planned for the first quarter of 2015.

Under the companies' technology and marketing alliance, patent-pending Hurel co-cultures of primary cryopreserved hepatocytes will be made up to customer order in ACEA's patented xCELLigence microtiter E-Plates. The ACEA E-Plates contain micro-electrodes embedded on the bottoms of each of their microtiter wells; when “read” by ACEA's xCELLigence System, the E-Plates are capable of registering changes in cell number, attachment quality and morphology. Such time-dependent changes in cell response profile serve as a biomarker for changes in the health or morbidity of the cultured cells as they react to drug treatment or toxicants introduced into the microtiter wells. The exceptionally long endurance and high level of metabolic function afforded by the Hurel co-cultures enable the combined technologies to deliver real-time kinetic readouts of changes in cellular function with a degree of translational sensitivity, over extended time courses which have not previously been attainable. Of particular importance, the integrated platform affords the continuous monitoring of cellular response to repeat-dosing regimens lasting six days and longer.

Microtiter kits containing the new, integrated platform will be air-shipped to the customer's laboratory, where they will arrive ready for immediate use after brief acclimation in an incubator. The combined products kits will be marketed by both companies.

Xiao Xu, Ph.D., ACEA Biosciences's CEO, commented, "ACEA's non-invasive kinetic readouts, when combined with Hurel's long-lasting and highly sensitive hepatocyte co-cultures, will offer researchers new levels of insight into the metabolic, hepatotoxic, and cytotoxic processes they study. We are delighted to be able to offer this new capability to our customers."

Hurel CEO Robert Freedman said, "Hurel's cell-based models enable the xCELLigence instrument to deliver more metabolically informed readouts of changes in hepatic function, over longer time durations, than have ever been achievable before in any impedance-based platform. It's a central mission of ours to enrich the utility of many different kinds of cell-based instrumentation, and we are honored to be able to do so with ACEA, the world leader in its category."

About ACEA Biosciences, Inc.

Founded in 2002, ACEA Biosciences, Inc. is a pioneer in the development and commercialization of high performance, cutting-edge cell analysis platforms for life science research. Researchers are advancing their studies utilizing over 1,300 placed instruments for broad and diverse applications. The technology has been cited in over 500 peer reviewed publications. ACEA's xCELLigence impedance-based, label-free, real time cell analysis system and NovoCyte flow cytometers are used in pre-clinical drug discovery and development, toxicity, safety pharmacology, and basic academic research.

About Hurel®

With labs in North Brunswick, NJ, Hurel Corporation is a world-leading provider of advanced 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, tradenamed H μ REL*human*[™], H μ REL*dog*[™], H μ REL*primate*[™], and H μ REL*rat*[™], are cellular co-cultures made from actual liver cells derived from the human, canine, cynomolgus monkey, or rat species, respectively. Hurel's products are distinctive for their high levels of metabolic competency and for the long time courses over which that competency stably endures. These attributes enable researchers to carry out new kinds of experiments which cannot be adequately performed in the days or hours to which today's widely used cell-based testing methods are constrained and which consequently have often had to be performed on living animals up until now, such as studying the effects of re-conditioning the liver's enzymatic activity levels through repeated exposure to a drug, or studying the impact of low doses of potentially toxic drugs or chemicals administered repeatedly over multiple-week time courses. In addition to its currently available products, Hurel is developing H μ REL*Flow*[™], which employs microfluidics to amplify the power of the Company's cell-based technologies.

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More information about ACEA Biosciences may be found at <http://aceabio.com>.

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