

HUREL CORPORATION AND UCB INITIATE R&D COLLABORATION

North Brunswick, NJ (January 14, 2010) – Hurel Corporation has initiated a research collaboration with UCB Pharma, SA, of Brussels, Belgium. The collaboration is intended to evaluate, develop, and extend the capabilities of Hurel’s proprietary HμREL^{static}[™] technologies to provide in vitro data of improved “human relevance”—i.e., pre-clinical information of greater predictive utility concerning the potential impact of a drug or other chemical after it enters the body. UCB has entered into the collaboration with Hurel as a part of its ongoing efforts to seek out and develop new, improved research methods for drug discovery and development.

“Hurel is honored and very pleased to welcome UCB as a new partner,” said Rob Freedman, Hurel’s Chief Executive Officer. “Our goal is to help UCB increase the economic value of its drug candidate pipeline by equipping UCB with pre-clinical cell-based assays of improved sensitivity, endurance, and predictive power. I am looking forward to a fruitful collaboration.”

About UCB

UCB, Brussels, Belgium (WWW.UCB.COM) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 8 000 people in about 40 countries, the company generated revenue of EUR 3.1 billion in 2009. UCB is listed on Euronext Brussels (symbol: UCB).

About Hμrel Corporation

Hurel Corporation is the world leader in developing microfluidic, multi-tissue cell cultures and assay platforms which provide in vitro alternatives to animal testing while offering improved human-relevance of toxicological and metabolic prediction to scientists in the pharmaceutical, biotech, cosmetics, consumer products and industrial products industries. More information is available at <http://www.hurelcorp.com/>

Forward-looking statements

This press release contains forward-looking statements based on current plans, estimates and beliefs of management. Such statements are subject to risks and uncertainties that may cause actual results to be materially different from those that may be implied by such forward-looking statements contained in this press release. Important factors that could result in such differences include: changes in general economic, business and competitive conditions, effects of future judicial decisions, changes in regulation, exchange rate fluctuations and hiring and retention of employees.

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