

January 11, 2010

Robert Freedman
CEO
HuRel Corporation
8840 Wilshire Blvd.
Beverly Hills, CA 90211

Dear Mr. Freedman,

On behalf of People for the Ethical Treatment of Animals (PETA) and our more than two million members and supporters worldwide, I am pleased to present you with our Proggy Award for Best Scientific Innovation 2010 for your work to replace animals in chemical safety testing.

As you know, animal tests often give misleading results, so the use of human cell-based methods for chemical testing not only saves animals but also provides better information for keeping people safe from toxic chemicals. The technology you have developed, with support from companies such as Schering Plough, represents a breakthrough in non-animal methodologies that can be widely applied to other complex chemical testing issues and will save countless animals from immense suffering.

Through your combined expertise in engineering and cell culturing, you have been able to create 3-dimensional structures that mimic tissues and organs. Your models of the human liver, allowing for a non-animal assessment of metabolism, are a critical addition to the non-animal characterization of chemical toxicity.

We were also pleased to learn that you are collaborating with L'Oreal to develop a model to test chemicals for their potential to cause skin allergies. An accurate, human cell-based, non-animal skin sensitivity test will better ensure consumer safety while sparing thousands of animals each year.

Congratulations! Thank you for helping to make the world a kinder place.

Very truly yours,



Ingrid E. Newkirk
President



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS