



Dear Genesis Client,

We're excited to share that Cook Regentec ("Genesis Bank") and Generate Life Sciences ("CBR"), have reached an agreement to provide ongoing stem cell storage through CBR. While the name has changed, you'll still receive world-class service and protection of your newborn's stem cells.

CBR will honor any years that have already been prepaid under the terms in your original Genesis Bank agreement. In addition, the terms of your current storage contract will remain unchanged. In the future, you will see CBR's name on your invoices.

**Who are we?**

Founded in 1992, CBR is the world's largest family newborn stem cell storage company, and entrusted by parents with storing more than 900,000 stem cell units. Generate Life Sciences; the parent company of CBR has over 40 years of leadership and expertise in reproductive, newborn stem cell, and genetic services. Generate has already helped grow and protect nearly 1 million families around the world.

**Storage location update**

We have transferred your unit(s) to our 80,000 square foot, state-of-the-art laboratory and storage facility in Tucson, Arizona, where samples are monitored 24/7 with regular temperature and environment checks. We look forward to safeguarding these newborn stem cells, and allowing Genesis Bank families to take advantage of future advances in cellular therapies and regenerative medicine.

**Referral program**

We know the importance of sharing this once-in-a-lifetime decision with expectant friends and family. That's why you'll have access to our referral program, CBR Rewards.

Should you have any questions or if you'd like to refer a friend, please contact a Newborn Stem Cell Educator at 1.888.932.6568.

We look forward to supporting family's health and happiness for years to come.

Sincerely,

Peter Bawin  
Executive Vice President  
CBR by Generate Life Sciences