



Xcell Biosciences Announces Expanding Global Distributor Network to Support the AVATAR™ Cell Control System for Immunotherapy Applications

(San Francisco, CA) Xcell Biosciences, an innovator in primary cell technologies for patient-centric research and immunotherapy development, announces the expansion of our global sales network to support growing sales in Europe, Middle East and Asia. These global companies are leaders in their markets and have added the AVATAR™ Cell Control System to strengthen their product offering in the growing markets of stem cells, solid tumor cells, and immune cells for a range of immunotherapy applications. Brian Feth, CEO of Xcell Biosciences, said, “We are pleased to have these outstanding partners expanding our global reach. Each company has been strategically chosen based on their track record of sales success and knowledge of their local markets. We look forward to a bright future as sales of the AVATAR system continue to increase and customer applications expand worldwide.”

The growing distributor network includes over 10 partners representing Xcell Biosciences in Switzerland, United Kingdom, Germany, Austria, France, Czech Republic and other Eastern European geographies, Israel, Japan, Singapore, South Korea, Belgium, The Netherlands, Luxembourg, Scandinavia and China.

Philippe Loir, General Manager of Sopachem in Belgium made the following statement when asked why he joined the global Xcell Biosciences network, *“At Sopachem, we’re always on the lookout for new technologies with the potential to disrupt established markets. Because innovation doesn’t sell itself, this often means a lengthy struggle of pioneering work, which many distributors would shy away from. We know from experience that there is nothing more rewarding than being part of a successful company launch. Representing the AVATAR™ with strong support from the Xcell Bioscience family, we have all the right elements in place to bring this innovation to our scientists. We are pleased to bring the AVATAR solution to the emergent market growth we are experiencing in stem cell research, immune therapy and oncology research. The entire Sopachem team is geared up for this adventure and we’re on our way to break record sales for a new supplier in the first year.”*

The AVATAR cell control system enables fine control of cell state enabling powerful capabilities such as rapid expansion of challenging cell types, and phenotypic control for tuning pathway expression, metabolic activity and even differentiation speed. This control is achieved through fine-tuning of both pressure and oxygen to better control the cellular environment, allowing you to mimic the range of cellular conditions found in the human body for more biologically relevant cells and more predictive research. The AVATAR improves the efficiency of workflows for primary immune, tumor and stem cells, enabling relevant patient-derived disease research, drug dosing and response in patient-derived cells, and even faster cell manufacturing times for cell therapies.