

From: John_Weber@frost.com [mailto:John_Weber@frost.com]
Sent: Tuesday, November 12, 2013 1:46 PM
To: parsons@xcelthera.com
Cc: parsons@SDRMI.org
Subject: Frost & Sullivan Technology Innovation Award

Hello Dr. Parsons,

We are pleased to announce that Xcelthera, Inc. is the recipient of the 2013 Frost & Sullivan Technology Innovation Award. This prestigious recognition is based on an extensive and independent Frost & Sullivan competitive analysis of the North American Stem Cell Technologies Market.

Below you will find the 4 action items around the Award:

1. Review of the Best Practices Report

The attached Best Practices report is based on in-depth interviews and primary market analysis, which has been fully funded and conducted by Frost & Sullivan's industry analyst team. The report will be posted on Frost.com for our subscription clients.

As a professional courtesy, your team has the opportunity to conduct an internal review for accuracy. If you would like to suggest any edits to the report's content, please submit within 3 business days (see attached Word doc)

2. Licensing Packages for External Promotion

Please note that the report and enclosed information are Frost & Sullivan intellectual property and a piece of our copyrighted research portfolio. Any public distribution or external announcements around the Frost & Sullivan Award or research findings in press releases, website postings, social media, or print fall under our corporate licensing agreement.

To obtain maximum exposure for the Award we provide promotional support with the licensing agreement. I've attached the relevant licensing packages in the PDF file below.

3. Awards Banquet

Frost & Sullivan will be hosting our annual Excellence Best Practices Awards Ceremony January 14, 2014 in New Orleans. Reserve tables for your executive team to attend this black tie event are included in the licensing packages.

<http://www.frost.com/prod/servlet/our-services-page.pag?sid=287139561>

4. Examples of External Promotion

Attached are the ads / marketing pieces touting the previous Frost & Sullivan Cytomedix, Athersys and Plasticell Awards, along with a link to the multimedia press release announcing the Mayo Clinic Award.

<http://www.cytomedix.com/Portals/121782/docs/cmxi%20f&s%20award%20011413%20final.pdf>

<http://www.athersys.com/releasedetail.cfm?releaseid=343735>

<http://www.plasticell.co.uk/category/news/>

Mayo Clinic Analyst Commentary Video:

<http://news.mayomedicallaboratories.com/2012/08/17/frost-sullivan-highlights-mayo-medical-laboratories-award-in-video-press-release-video/>

For more information on the Frost & Sullivan Best Practices Award go to:

<http://www.frost.com/prod/servlet/meawards.pag>

Congratulations to your team at Xcelthera!

Best Regards,

John

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