

6. Why should parents choose RGI to register and store their child's cord blood?

Reproductive Genetics Institute is not just a cryogenic bank. Our scientists work with stem cells and have devoted twenty years to research and development of the most reliable treatment and prevention of hereditary diseases. They believe that nothing today is more effective in recharging a human immune system when it is necessary, than stem cells, either by use of autologous (self) or donor use. Today we are not only the best, but the most affordable storage center.

7. How much does it cost?

Your child's cord blood stem cells are securely stored for the exclusive use of your family and are immediately available upon request.

Our private Cord Blood Registration and Storage program includes:

Enrollment Fee \$200
(One time per family, non refundable)

Processing and Banking Fee \$1,000
(One time per deposit)

Annual Storage Fee* \$100**
(Guaranteed for the life of your contract)

Visa and MasterCard accepted

One time storage payment option available instead of annual storage fee. **\$1,600*

For more information on affordable storage of umbilical cord/placental blood life saving stem cells or to order a Collection Kit and make transportation arrangements call (773)472-4900.

REPRODUCTIVE GENETICS INSTITUTE

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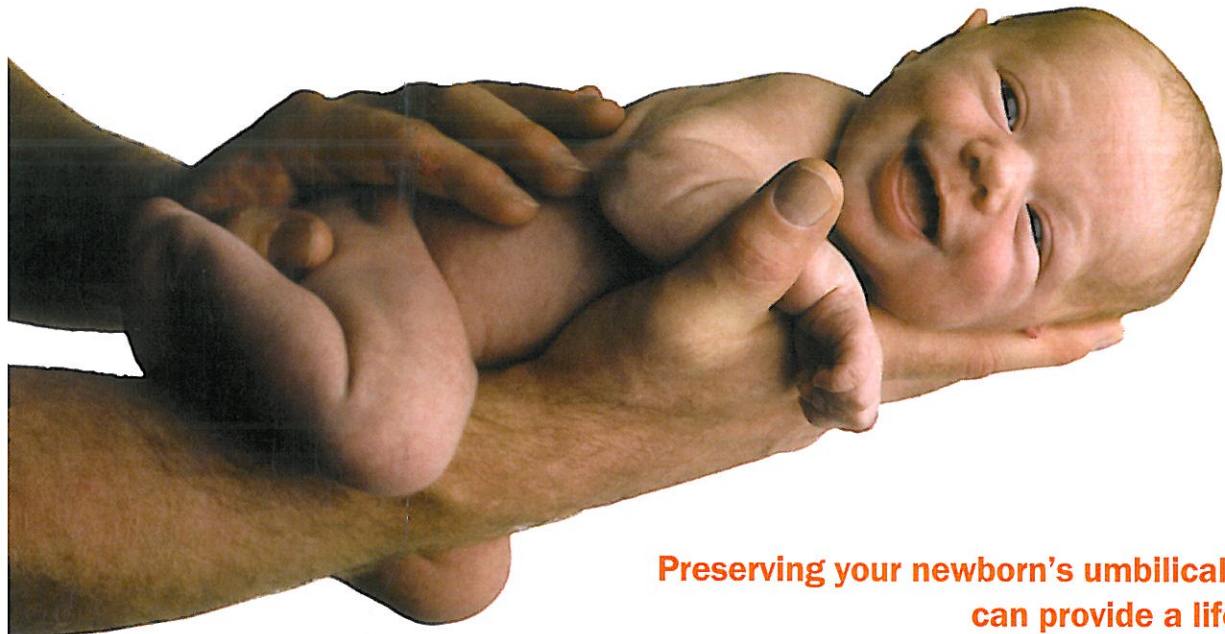
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**Make an
Intelligent
Decision to
Protect Your
Child's Future
Health**

**Preserving your newborn's umbilical cord blood stem cells
can provide a life-long medical benefit**



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Seven Commonly Asked Questions Regarding the Use of Stem Cells

1. What makes your baby's umbilical cord blood so special?

This is due to a component of the cord blood known as *stem cells*. The stem cells serve as a "blood factory" and have the capacity to reproduce and to repopulate mature blood cells. Stem cells can become red blood cells, which carry oxygen through the body, white blood cells, which protect the immune system and help fight infections or diseases, or platelets, which aid the body in healing itself. Stem cells are extremely potent, with a single stem cell having the ability to permanently reconstitute the entire blood production system as well as the entire immune system.

2. Why should this decision be made?

Preserved cord blood stem cells may be considered to be a form of life insurance for your child. This may be especially true if your past or present family members have a history of malignancies like leukemia, lymphoma, myeloma, neuroblastoma, or non-malignant (often hereditary) diseases like aplastic anemias, XLP, SCIDS, Fanconi anemia, Wiskott-Aldrich syndrome or thalassemia.

3. Which is more reliable, stem cells or bone marrow?

When transplanting the bone marrow, the goal is to recharge the damaged immune system with new stem cells. Before 1988 there were only two traditional sources from which this unique biological material could be obtained: bone marrow and peripheral blood. In both instances the success heavily relies on donor's compatibility. The procedure to collect bone marrow is very painful and costly. Collecting stem cells from umbilical cord blood, which is usually discarded after birth, has several important advantages over bone marrow:

■ It is one sure way to have an exact match with no risk of rejection for your child at any age. To date, umbilical cord blood has been used to treat thousands of patients for over 70 diseases.

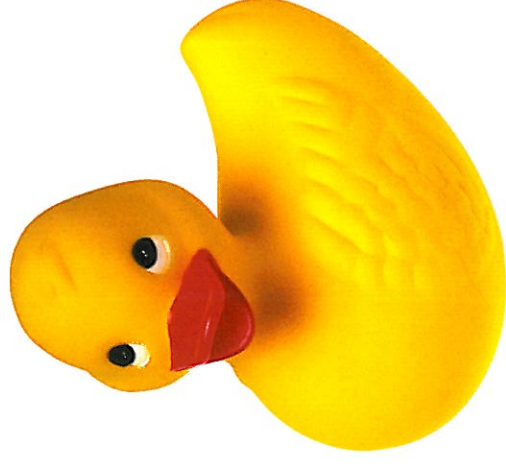
■ Preserved stem cells often are suitable for use by other members of your family. Here are some statistics regarding the incidence of graft vs. host disease (GVHD) where cord blood is compared to bone marrow:

| | |
|--------------------|-----------------|
| Bone marrow | Unrelated Donor |
| 50%–90% | Sibling Donor |
| 20% | |
| Cord blood | Unrelated Donor |
| Less than 20% | Sibling Donor |
| Less than 2% | |

It is possible that stem cells may be used to treat a number of other diseases in the future. The cells can be available immediately when needed. Immediate treatment minimizes disease progression and offers the best prognosis. The total cost of obtaining and preserving the stem cells is much lower than bone marrow. Not only is the process absolutely painless, but the use of stem cells produces much better results.

4. How and when is cord blood collected and stored?
Stem cells are collected right after the birth of your child in a quick, painless, and risk free procedure. The delivering physician or a member of the delivery room staff removes the blood from the cut umbilical cord and placenta before discarding it, causing no discomfort to the mother or newborn. Next, the cord blood is placed in a special transporting kit and within next 24 hours is delivered to RGI's lab, where it is tested for possible infectious diseases, processed and stored in our own cryogenic bank. Research indicates these cells can last indefinitely. Each specimen, privately registered and uniquely labeled, can be accessed and retrieved only by you or your child at the age of consent.

5. When should parents decide?
It is very important to make a decision related to cord blood storage before the birth of your child. The opportunity to collect and preserve your child's umbilical cord or placenta blood comes, literally, once in a lifetime. If not collected at birth, this irreplaceable source of stem cells would be lost forever. Such a vital decision should not be made at a time when you have a high degree of anxiety, just minutes before or during the birth of your baby. Talk to your obstetrician or to us about this option in advance. We will be happy to assist you in making the decision that is best for your growing family.



Invest in Your Child's Future: It's a Once in a Lifetime Opportunity