



Bucharest, the 14th of July, 2008

Lowe PR sustained the launch campaign of the first stem cell bank in Romania

Cord Blood Center launch event took place at the beginning of July and has reunited, in a successful formula, media representatives, top medical representatives, as well as decision makers in the Transplant National Agency board.

"We have accepted with excitement the Cord Blood Center provocation regarding this action, especially since we are talking about the first private stem cell bank and the first lab for processing placental blood. Lowe PR is an active supporter of innovation and entrepreneurship, mostly in vital domains as the medical one.", declared Hortensia Năstase, Deputy Managing Director Lowe PR.

The attendants received exclusive information regarding the methods of procession and stoking stem cells ingathered from placental blood, the costs of the intervention, all in a specifically medical lab atmosphere.

"To rapidly make the guests acquainted with the theme of the event, we created a setup with medical research elements, and for the sharp spirits we installed a large range of specific lab instruments.", Raluca Mihăilă, Events Manager Lowe PR.

The team involved in the project: Raluca Mihăilă – Events Manager, Manuela Zidaru – Senior Corporate Executive, Anca Scarlat and Otilia Panainte – PR Executives from Lowe PR and Adina Scaringi – Marketing Manager Cord Blood Center.

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About Cord Blood Center

Cord Blood Center is the first authorized company in Romania that offers family banking services (private placenta blood deposit). The company has established in 2004 and received functioning authorization one year later. In March 2006 the first ingathering of placenta blood was made in Romania. Starting with 2007, the ingathering aria has extended at national level and now every Romanian citizen resident in an EU country can benefit from the service.

Cord Blood Center and Cord Blood Center RO represent "Slovak Placental Stem Cell Registry - EUROCORDER".

About Lowe Public Relations

Lowe Public Relations covers the whole spectrum of **Specialized Global Practices** (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), insuring in the same time the full range of **Specialized Services** (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

Lowe Public Relations' client portfolio includes Orange, Electrolux, Unilever, GlaxoSmithKline, TNT Romania, Johnson & Johnson, Pernod Ricard, HBO, Eli Lilly, Eximbank, IPID (Institute for Projects on Innovation and Development), Platinum Group, Abbott Romania, Lowe & Partners, Initiative Romania, Brand Connection, Tecton Investments.

Lowe Public Relations team has 12 professionals, among which Hortensia Nastase (Deputy Managing Director), Monica Botez (PR Manager) and Raluca Mihăilă (Events Manager).