



Cellular Dynamics International, Inc.
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Cellular Dynamics Wins Gold for Innovation in Research and Education at 2015 International Edison Awards Ceremony

MADISON, WIS., May 19, 2015 — Cellular Dynamics International, Inc. (CDI) announced that its MyCell® Disease & Diversity Products received the 2015 Gold Edison Award in the Science/Medical/Dental Research and Education category at a gala in New York City on April 23, 2015.

The distinguished awards, inspired by Thomas Edison's persistence and inventiveness, recognize innovation, creativity and ingenuity in the global economy. Award winners represent "game changing" products and services, and excellence and leadership in innovation around four criteria: concept, value, delivery and impact. Edison Award winners are determined by more than 3,000 senior business executives and academics from across the nation including past award winners and leaders in the fields of product development, design, engineering, science and medical. Out of 417 nominations across 53 categories, CDI was one of 55 companies awarded gold.

"We are honored to have our MyCell Products recognized by the Edison Awards as an innovation in research," said Chris Parker, Chief Business Officer of CDI. "I am also gratified by the acknowledgement that these products are 'game changing', as the mission of our MyCell Products line is to provide researchers with the ability to study genetic diversity and diseases in a dish, with sights set on improved healthcare and cellular therapies."

Starting from a standard blood draw, CDI's MyCell Products enable the manufacture of potentially anyone's, including diseased donors', induced pluripotent stem cells (iPSCs), which can differentiate into any tissue cells in the body, such as heart or brain cells. Current understanding of many diseases is limited by the lack of cellular models that accurately replicate the pathology. MyCell Disease and Diversity Products provide a more physiologically relevant model to study disease and open opportunities to develop novel, safer and more effective drugs and therapies. As an example, CDI was [recently awarded](#) a contract with the U.S. National Eye Institute to manufacture personalized retinal cells that may be implanted into patients suffering from macular degeneration.

For a full list of Edison Award finalists, visit www.edisonawards.com. For more information about MyCell Disease & Diversity Products, case studies and photos, please visit www.cellulardynamics.com/products/ddp.html.

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About Cellular Dynamics International, Inc.

Cellular Dynamics International (CDI), a FUJIFILM company, is a leading developer and manufacturer of human cells used in drug discovery, toxicity testing, stem cell banking, and cell therapy development. The Company partners with innovators from around the world to combine biologically relevant human cells with the newest technologies to drive advancements in medicine and healthier living. CDI's technology offers the potential to create induced pluripotent stem cells (iPSCs) from anyone, starting with a standard blood draw, and followed by the powerful capability to develop into virtually any cell type in the human body. Our proprietary manufacturing system produces billions of cells daily, resulting in inventoried iCell® products and donor-specific MyCell® Products in the quantity, quality, purity, and reproducibility required for drug and cell therapy development. Founded in 2004 by Dr. James Thomson, a pioneer in human pluripotent stem cell research, Cellular

Dynamics is based in Madison, Wisconsin, with a second facility in Novato, California. For more information, please visit www.cellulardynamics.com, and follow us on Twitter @CellDynamics.

FUJIFILM Holdings Corporation, Tokyo, Japan brings continuous innovation and leading-edge products to a broad spectrum of industries, including: healthcare, with medical systems, pharmaceuticals and cosmetics; graphic systems; highly functional materials, such as flat panel display materials; optical devices, such as broadcast and cinema lenses; digital imaging; and document products. These are based on a vast portfolio of chemical, mechanical, optical, electronic, software and production technologies. In the year ended March 31, 2015, the company had global revenues of \$20.8 billion, at an exchange rate of 120 yen to the dollar. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit: www.fujifilmholdings.com.

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