

## Press Release

December 1<sup>st</sup>, 2010

### 3D Biotek Appoints James W. Fay to Senior Executive Vice President Role

3D Biotek announced today the appointment of James W. Fay as Senior Executive Vice President and a member of their management leadership team. In this capacity Mr. Fay will be responsible for global marketing, sales and all business development activities.

“I am extremely pleased to welcome Jim to our organization. His extensive leadership and senior management experience in the pharmaceutical and healthcare industries make him well suited for this vital role and a valued addition to our team” said Qing Liu PhD 3D Biotek’s CEO and Chairman.

Mr. Fay brings more than 30 years of experience in the biopharma industry to his new assignment. He began his career as a sales representative for Ross Laboratories. He also worked at Wyeth and Bausch & Lomb in International Marketing. He was an Executive Director with Johnson & Johnson’s Pharmaceutical group. During his 22 year tenure with J & J Mr. Fay held several senior level marketing positions in both operating companies and with their Global Strategic Marketing Group. During this time, he advanced through positions of increasing responsibility developing marketing and new product strategies for several of the company’s flagship brands that helped these businesses achieve and sustain consistent growth. Most recently he held a senior position with SansRosa Development Inc. a start-up Dermatology Company that was acquired by Galderma. He currently serves as an advisor on the Galderma/SansRosa Joint Development Committee. Mr. Fay received a B.A degree from Assumption College and an M.B.A. from Widener University

#### About 3D Biotek

Founded in April 2007, 3D Biotek LLC is a biotechnology company located in New Jersey, USA. Using its Precision 3D Micro-Fabrication Technology and Advanced Bio-Manufacturing Technology, 3D Biotek is a leader in the research and development of novel 3-dimensional (3D) cell culture devices for stem cell/tissue engineering and drug discovery applications.

The first product line commercialized by 3D Biotek is the [3D Insert™](#), a series of novel 3D porous scaffolds for use in drug screening, stem cell research, and tissue engineering. The application of these [3D Insert™](#) enables researchers to create superior *in vitro* models to obtain more realistic physiological results from *in vitro* studies. As a result, the use of 3D cell culture will decrease the overall therapeutic and pharmaceutical product development cost and shorten the time to market.

In April 2010, through 3D Biotek's collaboration with [BioCellChallenge](#), a French company specializing in intracellular delivery systems, the world's only [3D Cell Transfection Kit](#) was made available to researchers worldwide. The kit is based on a unique *in vitro* transfection technology, allowing researchers to achieve high-density efficiencies of plasmid DNA into 3D-

cultured cells and to perform extended 3D transgene expression studies in cell grown in physiological-like tissue environments.

3D Biotek is further developing additional novel products and technologies to overcome current challenges in multiple medical fields, such as orthopedic and angioplasty field, as well as offers [services](#) to customers who need to fabricate custom biomedical devices.

**For more information about 3D Biotek and its products, please visit**  
<http://www.3DBiotek.com>