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CONTACTS:

Lori Keenan

Smarthinking PR/ Lotus Blossom Consulting, LLC

smarthinking@sbcglobal.net

847/733-1869

Erin Mayer

Family Cord Blood Services

emayer@familycordbloodservices.com

310-496-5693

**Lotus Blossom Consulting Announces Discount on Cord Blood Storage
Through Family Cord Blood Services, a California Cryobank Company**

Procedure Helps to Safeguard Future Health with Access to Genetically Unique Cells

Chicago, IL (September 2007) – Lotus Blossom Consulting, LLC, a Chicago-based infertility consultancy with clients around the world, announces that -- in partnership with Family Cord Blood Services, a California Cryobank company, a worldwide industry leader in reproductive tissue banking since 1977 -- they are offering a \$200 discount on Family Cord Blood Services' processing and storage package. This special discount is offered exclusively to Lotus Blossom Consulting clients.

The alliance highlights the importance of cord blood storage, the process by which umbilical cord blood stem cells are stored for use by parents for their child, siblings or other family members, as a safeguard for their future health.

Cord blood storage is just one facet of Lotus Blossom Consulting's comprehensive counseling services. Infertility consultant and founder, Mindy Berkson, said, "Especially in the case of third-party reproduction, when an anonymous egg or sperm donor is used, cord blood banking is a fabulous opportunity to provide peace of mind."

"We are thrilled to partner with Lotus Blossom Consulting to provide this savings as a way to introduce future parents to the importance of cord blood storage as part of their birth plan," said Gary Weinhouse, CEO of Family Cord Blood Services and California Cryobank.

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180 North LaSalle Street Suite 1925 Chicago, Illinois 60601

consultant@lotusblossomconsulting.com

phone 847-881-2685 fax 847-881-2585

By trusting their cord blood stem cells to California Cryobank's 30 years of experience, families ensure that their child will have access to their own, genetically unique cells to treat a variety of medical conditions, should the need arise. Typical first year costs for collection, lab and storage fees without the discount are approximately \$1,420 and \$120 per year (or less with longer term storage packages). For more information, please contact consultant@lotusblossomconsulting.com, or call toll-free (877) 881-2685.

ABOUT LOTUS BLOSSOM CONSULTING, LLC

As one of the first infertility consultancies in the United States, Lotus Blossom Consulting, LLC was founded by Mindy Berkson in 2005 after her own personal battle with secondary infertility. With more than a decade of experience at physician's offices, and egg donor and surrogacy agencies, Berkson founded Lotus Blossom Consulting to assist individuals working through the often-challenging roadblocks of infertility, to help them achieve their family-building goals by providing the best information and resources available to them around the world – all in one location.

With extensive experience in all aspects of infertility, from egg donors and surrogates to in-vitro fertilization, Lotus Blossom Consulting works with individuals on a case-by-case basis, taking into consideration clients' emotional, physical and financial infertility issues. By researching the best combination of resources available, Lotus Blossom Consulting then develops an individualized, comprehensive plan, including relevant insurance information, to help clients make informed decisions. Lotus Blossom Consulting has worked with many individuals to enrich their lives by helping them to fulfill their dreams of having children.

For more information about Lotus Blossom Consulting, LLC, call toll free (877) 881-2685, email consultant@lotusblossomconsulting.com or visit them on the web at www.lotusblossomconsulting.com.

ABOUT FAMILY CORD BLOOD SERVICES

Family Cord Blood Services, an umbilical cord blood processing and storage company, is a subsidiary of California Cryobank (CCB), a worldwide industry leader in reproductive tissue banking since 1977. Family Cord Blood Services was founded as a division of CCB ten years ago, and today its sophisticated process of stem cell processing and storage serves families throughout the United States and worldwide. The only cord blood bank founded and operated by physicians, it is guided by medical ethics and scientific expertise in all operations. The company is licensed by PharmaStem and holds a biologics license by the State of California, a tissue bank license from the State of New York and is accredited by the American Association of Blood Banks (AABB). Its state-of-the-art facility is also registered with the Food and Drug Administration (FDA). For more information about Family Cord Blood Services, call 1-888-828-CORD(2673) or visit www.familycordbloodservices.com.

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