

Pluripro® p300 media and Pluripro® MATRIX provide a fully defined, economical system for the maintenance and expansion of human pluripotent cells.

CAMBRIDGE, UK, June 16th 2011. Cell Guidance Systems Ltd today announces the launch of a new way of maintaining and expanding culture of human pluripotent cells (hPSCs).

Cell Guidance Systems is a research reagents company that focuses on the development of stem cell research tools. Pluripro®p300 and Pluripro® MATRIX, which together provide a robust system for confluent culture of human pluripotent cells, were today launched at the ISSCR meeting in Toronto. This ground-breaking fully defined confluent hPSC culture system allows much greater efficiency for human ES and iPS cell maintenance and expansion, and is highly amenable to automation.

Michael Jones, CEO of Cell Guidance Systems, commented “This is a major step forward for human stem cell culture. Current culture systems are plagued with problems of inefficiency, variability, high cost and are colony based. We have brought into focus a much tighter control of pluripotency pathways which allows hPSCs to grow in a confluent layer. Importantly, cells taken out of this media retain the ability to differentiate readily”

About Cell Guidance Systems (www.cellgs.com)

Cell Guidance Systems Ltd is a privately held UK company focusing on the development of cutting-edge tools for stem cell research. In addition to its Cambridge UK offices and labs, the company has established a sales office in San Diego, California.

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