

Suzanne Somers Appears on CNBC's 'Conversations with Michael Eisner' and Discusses NeoStem's Adult Stem Cell Collection Program

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NeoStem Receives Substantial Number of Inquiries for its Stem Cell Collection Service

NEW YORK, Jan. 22 /PRNewswire-FirstCall/ -- NeoStem, Inc. (NYSE Alternext US: NBS) announced that on January 19, 2009, Suzanne Somers appeared on "Conversations with Michael Eisner," a CNBC program that offers insightful interviews covering business, politics and entertainment topics. On the program, Ms. Somers, a NeoStem spokesperson and successful actress, author, businesswoman and medical advocate, talked about NeoStem and the increasing importance of adult stem cell collection and long term storage, as well as the many facets of her career. Ms. Somers, a NeoStem client, is very open about discussing her recent stem cell collection and the importance of banking your own stem cells and is a supporter of adult stem cell research and the potential of using one's own stem cells as part of a conventional therapy to treat disease and reverse tissue damage.

Since Suzanne Somers' appearance on CNBC, NeoStem has experienced a marked increase in inquiries from individuals citing Ms. Somers' interview as motivating them to seek out the Company's adult stem cell collection and long term storage services. Dr. Robin Smith, Chairman and CEO of NeoStem commented, "Suzanne has been a tremendous supporter of NeoStem and has been pivotal in launching our adult stem cell public awareness program. It is very rewarding to see the awareness of our services increasing among the general public and we attribute much of this to Suzanne's strong support of the importance of collecting and storing your own adult stem cells. NeoStem is pleased to be able to make these services affordable through its financing program using CareCredit (a GE Money Company) that allows clients to participate in a "No Interest Payment Plan." This allows for the client to make interest free monthly payments over an 18-month period. The monthly fees, which include the collection, processing, cryopreservation and two years of storage, can be as low as \$495/month. Other plans are available to extend the months of payment and lower the monthly fees.

About NeoStem, Inc.

NeoStem is developing a network of adult stem cell collection centers that are focused on enabling people to donate and store their own (autologous) stem cells when they are young and healthy for their personal use in times of future medical need. The Company has also entered into research and development through the acquisition of a worldwide exclusive license to technology to identify and isolate VSELs (very small embryonic-like stem cells), which have been shown to have several physical characteristics that are generally found in embryonic stem cells.

About Suzanne Somers:

Suzanne Somers has been engaged by NeoStem to help create a multi-year awareness program to help educate the public on the increasing importance of adult stem cell collection and long term storage. This adult stem cell public awareness program was launched in September of 2008. The timing of the campaign was designed to coincide with the establishment of new stem cell collection centers in certain major metropolitan areas. In each of Ms. Somers' 17 books to date, she focuses on healthy living. "Technology may keep us alive, but without quality of life we are not living," said Ms.

Somers. She has become a supporter of adult stem cell research and the potential of using one's own stem cells as part of a conventional therapy to treat disease and reverse tissue damage. Ms. Somers had her own stem cells collected in August 2008 at one of the adult stem cell collection centers in the NeoStem network so that they are available to her for her use in the future as physician confidence in adult stem cell therapy grows. In addition to distributing the filming of Ms. Somer's own adult stem cell collection, NeoStem may feature her in print, TV and online promotions as well as have her speak at various events. A Company of which Ms. Somers is a principal has received a warrant to purchase 600,000 shares of the Company's Common Stock in connection with her role as Company spokesperson.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current expectations, as of the date of this press release, and involve certain risks and uncertainties. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of various factors. Factors that could cause future results to materially differ from the recent results or those projected in forward-looking statements include the uncertainty of whether interest in and awareness of the Company's adult stem cell collection and storage services will continue, the uncertainty of whether adult stem cell therapy will ever become widely accepted as a standard therapeutic treatment, the uncertainty of whether the Company's operations will ever generate significant revenues and those set forth under "Risk Factors" described in the Company's periodic filings with the Securities and Exchange Commission.

Contact:
NeoStem, Inc.
Robin Smith, Chief Executive Officer
T: 212-584-4180
E: rsmith@neostem.com
www.neostem.com

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