

Press Release Source: NeoStem, Inc.

NeoStem Signs Agreement for Ceres Living, Inc. to Market Innovative Nutritional Supplement Designed to Optimize Stem Cell Functions

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A portion of sales will be donated to the Stem for Life Foundation

NEW YORK, May 14 /PRNewswire-FirstCall/ -- NeoStem, Inc. (NYSE Amex: NBS), which is pioneering the pre-disease collection, processing and long-term storage of adult stem cells for future medical need, announced today it has signed an agreement for Ceres Living, Inc., a developer and direct marketer of health and wellness products, to help promote the sale of an innovative nutritional supplement - AIO Premium Cellular Health.

AIO Premium Cellular Health, a liquid nutritional supplement, was developed in conjunction with a leading nutritional laboratory and NeoStem's scientists and Advisory Board members, based on certain nutraceuticals that have been shown to optimize stem cell functions.

NeoStem will provide Ceres Living, Inc, a subsidiary of Promethean Corporation, with certain scientific literature and access to its scientific personnel. NeoStem and the Stem for Life Foundation will receive a portion of the proceeds from each sale. The Stem for Life Foundation, founded by NeoStem in 2007, is dedicated to heightening public awareness and knowledge of the benefits and the promise of utilizing adult stem cells to treat serious medical conditions in the burgeoning regenerative medicine industry.

The promotion of AIO is part of NeoStem's corporate commitment to advancing anti-aging and regenerative medicine therapies and technologies.

Robin Smith, M.D., MBA, NeoStem's Chief Executive Officer, said, "We are very pleased to sign this agreement to help promote AIO Premium Cellular Health. We are especially pleased that this agreement provides a source of funds to the Stem for Life Foundation, which we helped to found in part to make adult stem cell collection widely available to first responders such as firefighters, soldiers and police, and to chronically ill patients in need of the service but who are unable to pay for it. The relationship with Ceres Living, Inc. is also generating interest in our stem cell collection business through a referral arrangement which is an added plus to the relationship."

Denis Rodgeron, Ph.D., NeoStem's Director of Stem Cell Science said, "Stimulating the healthy growth of stem cells is a critical component of every anti-aging program and there are natural

ingredients to support stem cell health. Research has shown that specific nutrients and hormones can encourage the growth or proliferation of stem cells in one's body, thus promoting regeneration and healing. We believe AIO's innovative formula can be an important supplement to any age management program."

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 and is pursuing other technologies to advance its position in the field of stem cell tissue regeneration.

For more information, please visit: www.neostem.com.

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, including the realization of potential benefits from the promotion of this innovative nutritional supplement acquisition of its new licensed technology, 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 "Risk Factors" described in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2008 and the Company's other periodic filings with the Securities and Exchange Commission. The Company's further development is highly dependent on future medical and research developments and market acceptance, which is outside its control.

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