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## ImageBEAM Launches Stemedica.com

*San Diego-based Stemedica Hires ImageBEAM to Create Its New Site, Featuring ASP.NET, Flash and Video Technologies*

**IRVINE, Calif. – Jul. 21, 2008** – ImageBEAM, a web and rich media development firm that enables small and medium-sized businesses to make an impact online, announced today that it has designed, built and launched a brand new website for Stemedica Cell Technologies. A specialized biopharmaceutical company based in San Diego, Calif., Stemedica’s new website can be accessed online at [www.stemedica.com](http://www.stemedica.com).

Built on ASP.NET technology, the site features a clean, modern design, along with rich media technologies like Flash and video to add to the site’s dynamic look and feel. ImageBEAM was behind the concept, design and development of Stemedica’s site, along with other services like content-writing, stock media selection, video production and encoding, and video player creation.

“This was a great learning experience for us,” said Liam Kennedy, CEO of ImageBEAM. “The area of medical science that Stemedica is involved in is truly remarkable and in developing the web site we had a chance to work with many of their exceptional scientists and to view their technology first-hand. I was very inspired by what I saw. We placed a lot of effort into creating a website that would match that inspiration.”

Stemedica Cell Technologies, Inc. is committed to the development and manufacture of best-in-class adult stem cells for use by approved research institutions and hospitals for pre-clinical and clinical studies. “We are impressed with the quality of the work that ImageBEAM delivered,” said David McGuigan, Vice President of Marketing and Business Development for Stemedica. “They truly understood the essence of our company and were able to effectively infuse it into our great new website.”

To manage the internal development processes of the site, ImageBEAM used a customized workflow system built on Microsoft Office SharePoint Server (MOSS), which allowed the company to track the project’s progress while managing all of its resources.

### About ImageBEAM

Since 2003, ImageBEAM ([www.ImageBEAM.com](http://www.ImageBEAM.com)) has used web technologies and rich media to make a difference to companies and organizations as they communicate with their employees, customers, partners and investors. Key clients include Lockheed Martin, Medtronic, NBC, Stemedica, Pureline and many others. ImageBEAM is based in Irvine, Calif.

### About Stemedica

Stemedica Cell Technologies, Inc. was formally incorporated in 2005 by a group of prominent scientists, leading clinicians, experienced investors and executives from successful medical, biotechnology and pharmaceutical businesses. As a specialty biopharmaceutical company, Stemedica is committed to the development and manufacture of best-in-class adult stem cells for use by approved research institutions and hospitals for pre-clinical and clinical studies.