

Pressure BioSciences, Inc. and KeraFAST LLC Sign Worldwide E-Commerce Distribution Deal

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South Easton, MA, May 3, 2011 – Pressure BioSciences, Inc. (NASDAQ: PBIO) (“PBI” and the “Company”) and KeraFAST LLC (“KeraFAST”) today announced that they have entered into a non-exclusive, worldwide distribution agreement (the “Agreement”) covering several of the Company’s new sample preparation products. These products include the recently released *The SHREDDER SG3* Extraction System; the novel MicroTube, MicroCap, and PCT Shredder sample processing tubes; and proprietary kits for the preparation of samples for DNA, RNA, protein, and lipid analysis.

KeraFAST is a leading vendor of life sciences tools in the rapidly growing area of research products distribution through e-commerce channels. Dr. Robert Bondaryk, Chief Operating Officer of KeraFAST, said: “Biological research laboratories must routinely prepare their samples prior to analysis. Such preparation can be complex, error-prone, time-consuming, and fraught with difficulties. Consequently, there is a large and growing need in the tens of thousands of research laboratories worldwide for high quality, affordable and easy-to-use sample preparation tools.”

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CALENDAR OF PBI EVENTS

MASSEP “ADVANCES IN SEPARATION SCIENCE AND MASS SPECTROMETRY”	BIORESEARCH PRODUCT FAIRE UNIVERSITY OF PENNSYLVANIA
MAY 11, 2011	MAY 19, 2011
BOSTON, MA	PHILADELPHIA, PA

[Venture Development Center](#)

Boston's plug-and-play technology and life science incubator

Eating your own dog food could save your life

Posted by [vdc](#) on Monday, March 28th 2011



What would happen if every employee had a clause in their contract that said, “You make it, you use it?” That’s called eating your own dog food, an expression describing the act of a company using its own products for day-to-day operations. A company that eats its own dog food sends the message that it considers its own products the best on the market.

The story that follows is a good example of what this really means. It is about a scientist leading the team that is developing a new medical product becoming the very first person to benefit directly from the product. The company ([Pressure BioSciences, Inc.](#), NASDAQ: PBIO) has its R&D operation located at the Venture Development Center.

Here’s how the story goes:

Day 1.

The scientist goes for a walk in the woods.

Day 4.

The scientist finds a small tick on his arm, partially engorged. The tick is removed.

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Dr. Bondaryk continued: "We are impressed with the quality, breadth, and uniqueness of PBI's sample preparation products, the caliber of their customer base, and their prospects for continued growth. With our broad, rapidly growing, global e-commerce distribution channels, we believe we can help PBI increase their sample preparation market share significantly in a quick and cost-effect manner."

Dr. Nate Lawrence, Vice President of Marketing for PBI, commented: "KeraFAST offers a wide assortment of innovative tools, reagents, and other solutions to life sciences researchers. We are delighted that their product offerings will now include several of our key sample preparation products. KeraFAST has developed a successful marketing approach using the power and tremendous reach of e-commerce, which we believe combines well with our traditional marketing approach. Together, our combined marketing activities should bring greater visibility to PBI and to our sample preparation products, which we believe will result in increased revenue for PBI."

About Pressure BioSciences

Pressure BioSciences, Inc. (PBI) is a NASDAQ Capital Markets listed company focused on the development and sale of instrumentation and consumables based on a novel, enabling technology platform called Pressure Cycling Technology (PCT). PCT uses cycles of hydrostatic pressure between ambient and ultra-high levels (up to 35,000 psi and greater) to control bio-molecular interactions. PBI currently holds 24 issued patents covering multiple applications of PCT in the life sciences field, including genomic and proteomic sample preparation, pathogen inactivation, the control of chemical reactions, immunodiagnostics, and protein purification. PBI currently focuses its efforts on the development and sale of PCT-enhanced enzymatic digestion products designed specifically for the mass spectrometry marketplace, as well as sample preparation products for biomarker discovery, soil and plant biology, forensics, histology, and counter-bioterror applications.

Forward Looking Statements

Statements contained in this press release regarding the Company's intentions, hopes, beliefs, expectations, or predictions of the future are "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward looking statements include statements regarding the use, capabilities, and benefits of the Company's PCT-based products and services for the preparation of samples for the worldwide research market; that the preparation of samples can be complex, error-prone, time-consuming, and fraught with difficulties; that there is a large and growing need in tens of thousands of labs for high quality, affordable, and easy to use sample preparation tools; that KeraFAST can help PBI increase their sample preparation market significantly, in a quick and cost-effective manner; that KeraFAST has a novel and successful e-commerce marketing approach; and that the combined marketing approaches of KeraFAST and PBI should bring greater visibility and increase revenue to PBI. These statements are based upon the Company's current expectations, forecasts, and assumptions that are subject to risks, uncertainties, and other factors that could cause actual outcomes and results to differ materially from those indicated by these forward-looking statements. These risks, uncertainties, and other factors include, but are not limited to: possible difficulties or delays in the implementation of the Company's strategies, and the Company's distribution plan with KeraFAST, that may adversely affect the Company's continued commercialization of PCT and its PCT dependent products; changes in customers' needs and technological innovations; the Company's and KeraFAST's sales forces may not be successful in selling the Company's PCT product line because scientists may not achieve the same results using PCT as reported by the Company and may not perceive the advantages of PCT over other sample preparation methods; and the Company will require additional working capital to fund its operations beyond June 30, 2011, and there can be no assurance that the Company will be successful in obtaining such financing on acceptable terms, if at all. Additional risks and uncertainties that could cause actual results to differ materially from those indicated by these forward-looking statements are discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2010, and other reports filed by the Company periodically with the SEC. The Company undertakes no obligation to update any of the information included in this release, except as otherwise required by law.

For more information please visit our websites at
<http://www.pressurebiosciences.com>
<http://www.kerafast.com>

Venture Development Center: Eating your own dog food could save your life

Day 5.

The scientist notices a rash completely surrounding the site of the tick bite. A picture is taken of the bite and rash. The scientist brings the tick to his lab and asks that it be tested for the DNA of the bacterium *Borrelia burgdorferi*, the causative agent of Lyme disease.

In preparation for testing, the tick is initially processed by the company's new SHREDDER SG3, a device that was recently developed to improve the safety, speed, and accuracy of processing difficult samples from tough, fibrous, and other difficult-to-disrupt tissues and organisms, such as ticks. The shredded tick is further processed by the Company's pressure cycling technology (PCT) platform, and then tested for the presence of *B. burgdorferi* DNA. The tick is determined to be potentially infectious.

The scientist had already sent the tick bite/rash picture to the medical director of a large testing lab, who is considered by many to be an expert in Lyme disease. The expert determines from the picture that the scientist has most likely been infected through the tick bite.

Day 6.

The scientist seeks medical attention, is advised that he may have been infected with Lyme disease, and is given appropriate antibiotics. Because he acted quickly, using tools that his own lab had developed, and sought advice and treatment, the scientist is not expected to develop Lyme disease.

We think this story is illustrative of what makes some companies work and others not. There are myriad factors in the success equation. One of the most important is the ability to get employees, customers and investors to take innumerable leaps of faith on the way to fulfilling their entrepreneurial visions.

This scientist, though, also knows not to eat too much of his own dog food. We're certain he patted himself on the back for his accomplishment, and then got right back to work, doubling up on his efforts.

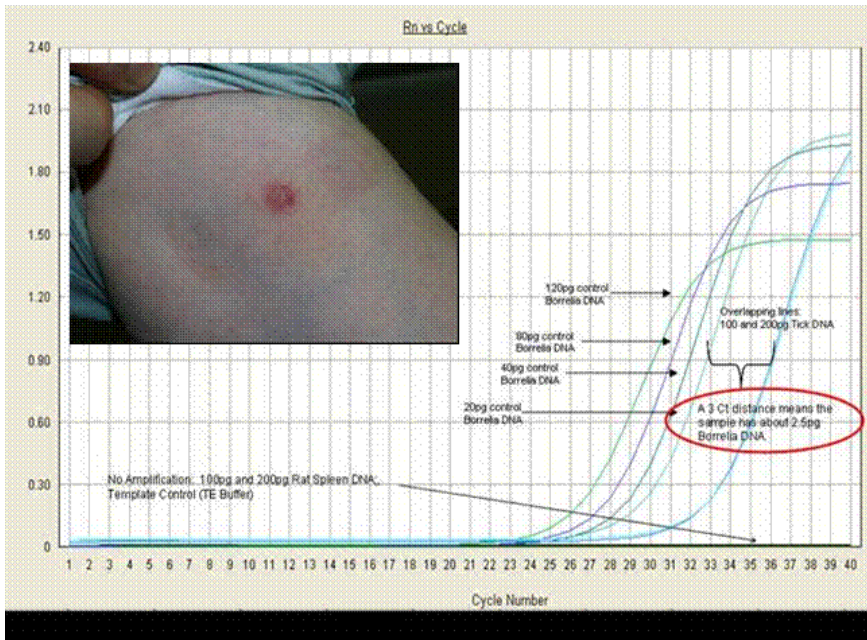
The [Venture Development Center](#) is Boston's leading startup incubator for technology and life science companies.

See Page 3 for Tick Data

Data from Tick Reported in:

Venture Development Center: Eating your own dog food could save your life

DETECTION OF THE CAUSITIVE AGENT OF LYME DISEASE (*Borrelia burgdorferi*)



Photographic Insert: A classic presentation of a tick bite showing a characteristic “bull’s eye” rash, termed Erythema migrans indicating the potential for Lyme disease.

Plot: Real-time PCR detection of *Borrelia burgdorferi*, the causative agent of Lyme disease extracted from the tick that inflicted the bite in the photograph.

Data indicate that this tick harbored *B. burgdorferi* equivalent to approximately 830,000 infectious organisms.

The SHREDDER SG3



Inexpensive, portable, and lightweight

Low shear mechanical homogenization

Three position lever for setting reproducible force

Gentle enough for isolating intact, functional mitochondria

Powerful enough to rapidly break apart difficult samples

- Plant and animal tissue
- Ticks and other arthropod exoskeletons
- Nematode cuticle

[Click Here to Learn More About *The SHREDDER SG3*](#)

[Click Here to See *The SHREDDER SG3* in Action](#)