

Media Contact
Monica Rohleder, SR Communications
847.606.1973,
media@generatelifesciences.com

Generate Life Sciences – The Company

Who We Are

[Generate Life Sciences™](#) is a global life sciences company focused on helping grow and protect healthy families through reproductive, newborn stem cell, and genetic testing services. We're an organization of established, trustworthy brands founded and grown over the last 40 years by experts in reproductive medicine, newborn stem cell services and genetics testing.

What We Do

Generate serves clients from preconception to post-birth throughout the significant and highly personalized journey of building a family. Built upon the pillars of innovation, access, and connection, Generate has already helped grow and protect nearly 1 million families around the world. Our legacy brands – [CBR™](#) (Cord Blood Registry), [California Cryobank Donor Sperm Bank™](#) and [Donor Egg Bank USA™](#) – are pioneering leaders in their respective fields and continue to set industry standards for quality, scientific excellence, and customer focus. Generate is furthering the impact of this life sciences platform with the addition of advanced pediatric genetic testing through [ReadyGen™](#) (pediatric genetic screening, powered by [Sema4™](#)), medical device distribution with [Kitazato USA™](#) (reproductive medical devices), and healthcare technology with [Donor Application™](#) (proprietary software for reproductive clinics).

How We Do It

We connect clients to innovative science and personalized solutions to help grow and protect healthy families. We provide the services and individualized guidance people need to start their family-building journey, including fertility preservation, the highest quality gamete donor services, and distribution of medical devices that help improve reproductive technology. We offer services that help protect children well into the future, including newborn stem cell banking and pediatric genetic testing. We are continually devoted to optimizing outcomes for the families we serve by directly investing in scientific research and development, advocating for the families who rely on our services, and supporting innovation in reproductive and regenerative medicine.

Newborn Stem Cell Services:

CBR (Cord Blood Registry): CBR has stored newborn stem cells (stem cells collected from cord blood and cord tissue) for almost 30 years.

- World's largest private newborn stem cell bank
- 900,000 stem cell units stored
- 1992: Founded by Tom Moore
- The first private cord blood bank in the United States

Reproductive Services:

California Cryobank Donor Sperm Bank: California Cryobank is a pioneer and industry leader in donor sperm banking, offering the most rigorously screened donors, largest selection, and scientific expertise for more than 40 years.

- World's largest frozen donor sperm bank
- 75,000 children born, 530 sperm donors on the catalog
- 1977: Founded by Dr. Charles Sims and Dr. Cappy Rothman
- One of the original frozen donor sperm banks

Donor Egg Bank USA: Donor Egg Bank is a true leader in its category, maintaining the highest clinical pregnancy rate in the industry, while growing the largest frozen donor egg program in the United States.

- Largest frozen donor egg bank in the US
- 5,000 children born, +380 egg donors on the catalog
- 2011: Founded by Michael Levy, MD and Heidi Hayes
- One of the first frozen donor egg banks in the US, and the first egg bank to successfully ship frozen eggs across the country

NW Cryobank: For over 30 years, NW Cryobank has been helping couples, single women, and the LGBTQ+ community create happy, healthy families.

- Offers sperm donors for at-home insemination and assisted reproductive technology
- Highly qualified staff, rigorous screening process of potential donors
- Safe and Secure storage

Genetic Services:

ReadyGen: Powered by Sema4, ReadyGen is an innovative and advanced pediatric screening test that empowers parents to further protect their children by delivering clinically actionable and personalized health insights. The tests can be performed at birth or up to the age of 10.

- *ReadyGen Pediatric Screening:* Early detection of 200+ conditions that manifest in childhood if inherited.
- *ReadyGen Pharmacogenomic Testing:* A pharmacogenomics panel that predicts responses to 40+ medications that may be prescribed during childhood.

Medical Devices and Healthcare Technology

Kitazato USA: Kitazato USA by California Cryobank is the exclusive distributor of Kitazato products in the US, offering devices for human assisted reproductive medicine from the innovator of the Cryotop® Method vitrification technique.

Donor Application: Proprietary software providing donor screening and recipient matching services on a HIPAA compliant platform. In 1997, Donor application started as "FertilityNetwork.com," a referral service for fertility clinics in the US.

Why We Do It

Between life and science is opportunity. We believe every family should be able to access the science they need to grow and protect their family. Our dedicated team of physicians, scientists, and genetic counselors are constantly pursuing new research and technological advances to help make more opportunities possible for more families. By combining reproductive, newborn stem cell and genetic services, families have more opportunities to grow and protect healthy children.

Management Team:

Generate is led by a diverse, experienced and dedicated group of industry experts and executives. In addition to industry leaders like Chief Executive Officer, Richard Jennings, female executives make up 50% of the leadership team including Chief Medical Officer, Dr. Jaime Shamunki; Chief Operating Officer and President, Pamela Richardson; Chief Commercial Officer, Tia Newcomer; and Executive Vice President of Donor Egg Services, Heidi Hayes.

Corporate Citizenship: Generate Life Sciences is the first family-focused life sciences company to build social purpose into its business, culture and brand. Today's programs include:

- **CBR:**
 - [Newborn Possibilities Program](#) - Families with a qualifying medical need can receive free cord blood processing and five years of storage for cord blood and cord tissue. 8,000+ patients identified and counting.
 - [Family Health Registry](#) - All CBR families can participate in advancing stem cell research and potential treatments by completing a family health questionnaire, which collects data on the most common conditions affecting CBR families and helps CBR focus stem cell research. 180,000+ participants and counting.
 - [Cord Blood Advantage](#) - An exclusive program for our donor sperm (California Cryobank) and donor egg clients (Donor Egg Bank USA) providing free cord blood and tissue banking processing and first year storage fees once a pregnancy is reported. Over 1,000 per year.
- **California Cryobank:**
 - Fertile Future Programs - California Cryobank offers financial assistance for Cancer Patients through LiveSTRONG's Fertility Program, offering up to 60% savings on freezing and storage.
 - Military and First Responder Discount - For all active military personnel and first responders (firefighters, police, paramedics and EMTs), California Cryobank offers storage services at 50% off.
 - CCB PRIDE Program - Offers discounts to transgender clients of 50% off fertility preservation and storage services.
- **Donor Egg Bank USA:** In partnership with the [Cade Foundation](#), a non profit organization that was started in 2005 to provide information support and financial assistance to help needy infertile families overcome infertility, Donor Egg Bank USA donates +20 donor egg cycles a year.



11915 La Grange Ave | Los Angeles, CA 90025
T: 310.443.5244 F: 888.317.4707
generatelifesciences.com

About Generate Life Sciences

[Generate Life Sciences \(Generate\)](#) is a life sciences company helping to grow and protect families through reproductive, newborn stem cell, genetic screening, medical device, and healthcare technology services. We serve families from preconception to post-birth. Our brands - [CBR](#) (Cord Blood Registry), [California Cryobank Donor Sperm Bank](#), [Donor Egg Bank USA](#), [NW Cryobank](#), [ReadyGen](#), [Kitazato USA](#), and [Donor Application](#) are pioneering leaders, helping to grow and protect nearly 1 million families. Headquartered in Los Angeles, Generate operates facilities in Tucson, New York, Boston, Palo Alto, and Rockville, MD. Generate is a portfolio company of [GI Partners](#), a private investment firm based in San Francisco.