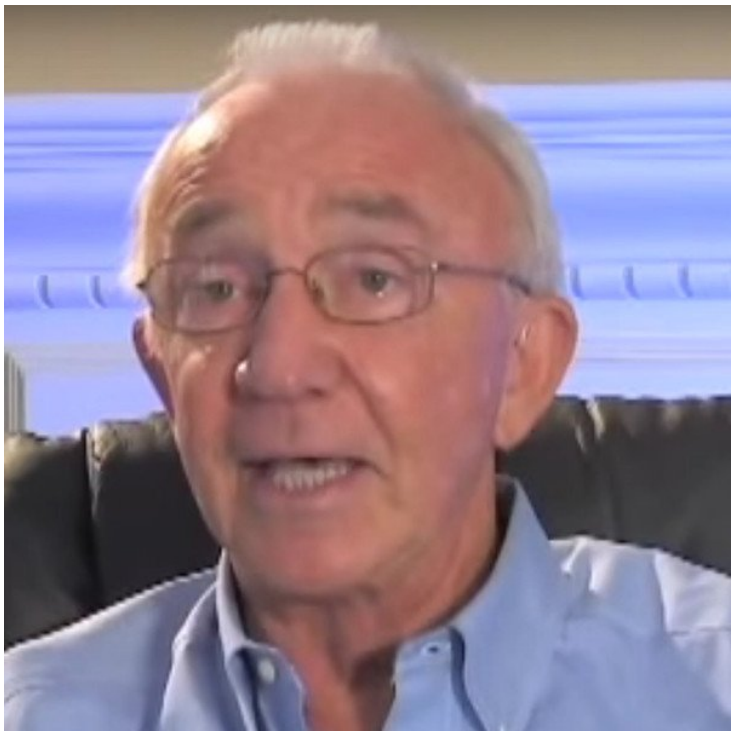
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ASIA EDITION

Novoheart Appoints Biotech Industry Specialist as New Senior VP

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Leveraging extensive sales and marketing experience, as well as a multitude of long-standing connections and relationships in the pharmaceutical industry and biotechnology sector, Dr. Williams will be responsible for growing the sales, marketing and business development of Novoheart's suite of drug discovery tools including the MyHeartÃ¢â??Â¢ Platform of human bioengineered heart tissues.



Novoheart a global stem cell biotechnology company has announced that it has hired **Bill A. Williams, Ph.D.** as **Senior Vice President, Commercial Operations**.

With over 20 years of experience as a senior technical sales and business development executive in the biotechnology sector, Dr. Williams comes to Novoheart as a highly influential leader in the life science industry. Leveraging extensive sales and marketing experience, as well as a multitude of long-standing connections and relationships in the pharmaceutical industry and biotechnology sector, Dr. Williams will be responsible for growing the sales, marketing and business development of Novoheart's suite of drug discovery tools including the MyHeart™ Platform of human bioengineered heart tissues.

"I see enormous market potential with the technology Novoheart has developed and am excited to begin the next chapter of my career with its impressive team," said Dr. Williams. *"In past leadership positions, I am proud I have helped achieve aggressive commercial growth for new technology companies, and I look forward to doing the same with Novoheart's revolutionary biotechnology."*

Previously at Organovo Inc., a provider of 3D bioprinted liver tissue models and testing services for pre-clinical drug discovery and development, Dr. Williams was Vice President, Global Sales, Marketing and Business Development, where he drove a 25-fold increase in annual revenue in two years. Prior to that, he was Vice President, Global Sales and Marketing at Aushon Biosystems Inc. During his tenure there he oversaw 160 percent growth in testing services as well as 100 percent year-over-year growth in consumable sales. He has also held sales leadership positions at biotechnology companies Ciphergen Biosystems Inc and Beckman Coulter Inc.

"We are thrilled with the addition of Bill to our team," said Dr. Ronald Li, Co-founder & CEO, Novoheart. *"His impressive track record of driving significant business growth and revenue in recent roles, along with his valuable connections in the pharmaceutical and biotechnology industries, will be a tremendous asset to Novoheart."*