



Media Contact:

Kim Richards
Porter Novelli Life Sciences
619-849-5377
krichards@pnlifesciences.com

BRAINCELLS' BCI-540 INVESTIGATIONAL TREATMENT FOR DEPRESSION WITH ANXIETY NAMED ONE OF TOP 10 MOST INTERESTING NEUROSCIENCE PROJECTS

SAN DIEGO, NOVEMBER 9, 2009 – BrainCells Inc., a company leading the scientific research of neurogenesis using its proprietary neural stem cell platform technology to identify novel compounds for the treatment of central nervous system (CNS) diseases, announced today that BCI-540, an investigational neurogenic treatment for depression with anxiety, was selected as one of the Top 10 most interesting unpartnered neuroscience projects in the pharmaceutical industry by an independent committee assembled by Windhover Information. As a selected company, BrainCells will present at Windhover's Therapeutic Area Partnerships conference on November 17-19, 2009, in Boston.

BCI-540 is a bifunctional molecule which works to treat mood disorders through two mechanisms of action, AMPA potentiation and choline uptake enhancement. BrainCells identified its neurogenic properties through its proprietary neurogenesis platform that demonstrated BCI-540's ability to help the brain grow new neurons. Experiments conducted by BrainCells confirmed appropriate changes in behavioral models for depression, without affecting serotonin levels, potentially eliminating side effects typically associated with selective serotonin reuptake inhibitors (SSRIs) like Prozac. In Phase 1 and 2 studies, the drug was well tolerated in more than 900 subjects. The company recently completed enrollment of a Phase 2 trial evaluating BCI-540 in patients with treatment-resistant depression with anxiety, and results are expected in early 2010.

"The link between neurogenesis and disease provides a new biologic foundation for CNS drug development. In mood disorders specifically, this is the first time anyone has really understood the true biology underlying psychiatric disorders and then taken a rational approach to drug development," said Jim Schoeneck, CEO at BrainCells. "We're excited about the potential for neurogenesis as a target to treat a broad range of CNS diseases and it's an honor to have BCI-540, our lead compound in depression, named as one of the top 10 most interesting neuroscience projects."

"Selected companies have been screened using a strict set of judging criteria for the Top 10 award and represent what our committee considers the most attractive neuroscience opportunities the industry has to offer," stated Roger Longman, Managing Director of Windhover Information. "Winners have met rigorous criteria including: unmet medical need, market potential, diversity of indications, strong science, multi-level partnering opportunities (biotech and pharma), potential for new opportunities beyond initial indications, and corporate stability."

About Windhover

Windhover Information Inc., an Elsevier company, has led the field in providing analysis of the healthcare industry to decision-makers at all levels since the founding of its flagship publication, IN VIVO, The Business & Medicine Report, in 1983. Windhover provides its information and analysis in many formats, including print, electronic databases, international conferences and webinars. For more on the company's products and services, please see www.windhover.com.

About BrainCells Inc.

BrainCells Inc. (BCI) is a drug discovery and development company leading the scientific research of neurogenesis by applying its proprietary human neural stem cell platform technology to identify novel pathways for new therapeutics to treat various central nervous system (CNS) diseases. Neurogenesis is the process by which stem cells in the adult human brain produce new brain tissue, including neurons. With its predictive screening platform, BCI can direct the selection and development of neurogenic compounds, increasing the opportunity for successful clinical trials in a variety of indications. For more information, visit <http://www.braincellsinc.com>.