



Diversified Biological Signaling Solutions, Inc

Dear Dr Harper,

Utah Cord Bank is making some exciting changes and, as a valued UCB partner, we want you to be among the first to hear about them. What will be changing? For starters, our name!

Utah Cord Bank has been in business for over 15 years and during that time “UCB” has gained a reputation as the innovator of the safest, most advanced and effective biological allografts available. Although we will not forget our Utah roots as a pioneer in private cord banking, the *Utah Cord Bank* brand name does not reflect the scope and innovative products we plan to develop and distribute nationally. Hundreds of doctors are now using our products across the nation which inspired the motivation and creation for the change in our brand.

The name we have chosen is *FIOR Bioscience*. (pronounced FEE-OR). FIOR means *true* in the Gaelic language —and being true is an important part of what has driven our company’s history and what will continue to drive us into the future. We aim to always be true in upholding high standards of safety and efficacy. We aim to be truthful to one another, honest with our customers and caring toward those who put their trust in our science.

What will stay the same? Our continued commitment to safety, compliance, innovation and integrity.

On the evening of March 4th, 2020, we are holding a grand reveal in Salt Lake City where we will celebrate and formally announce FIOR Bioscience. We would love for you to come and celebrate with us! There will be information on this event shortly. Come prepared to learn more about FIOR Bioscience and our future in regenerative medicine. We will present our latest product developments, provide a regulatory update, distribute print copies of our new marketing materials, and reveal our new website and ordering portal.

More information will be provided soon. Until then, please feel free to take a sneak peak of our new website at FiorBio.com.

Sincerely,

Elliott Spencer, PhD

