

FOR IMMEDIATE RELEASE:

St. Joseph's Children's Hospital Receives Hyundai Grant for Pediatric Cancer Research

September 18, 2008, Tampa, Florida — Hyundai and its dealers have been raising money for pediatric cancer research for 10 years. Their commitment has enabled them to donate over \$10 million and 6 Hyundai Santa Fe vehicles to select institutions around the US. Today, Hyundai dealers around Tampa Bay and the 2008 national "Hope on Wheels" tour brought a \$40,000 check to St. Joseph's Children's Hospital. This donation is earmarked for clinical research in childhood cancer, in particular, medulloblastoma, the most common malignant brain tumor in children.



In addition to awarding the check, which will support a medical scholar, Dr. Tung Wynn, several pediatric cancer patients from St. Joseph's Children's Hospital added their handprints to a Santa Fe, symbolizing the effort being made to get the upper hand on cancer. Dr. Wynn, a pediatric oncologist, will be studying the effects of RNA silencing on medulloblastoma tumors in St. Joseph's Pediatric Hematology Oncology Laboratory. Dr. Michael Lawman, Scientific Director of the lab and President of Morphogenesis, Inc. told the audience, "Medulloblastoma is a highly invasive tumor and very difficult to treat in children. Conventional therapies rarely cure this disease and are extremely toxic. The work we are doing on siRNA is highly specific and is not expected to cause any side-effects. In addition to Dr. Wynn, our lab will be working with a company out of Huntsville, AL, CFD Research Company, on devising a way to deliver this therapy across the natural barrier between the blood and the brain. The only way to develop medicines for tomorrow is to develop collaborations between basic research, clinical research and companies with advanced technologies."

The Hyundai event was aired on local channels 9, 10, 13 and 28 and featured in the Tampa Tribune and St. Petersburg Times.



<http://www.hopeonwheels.com>

<http://centraltampa2.tbo.com/content/2008/sep/24/st-lending-a-hand-to-research/news/>

<http://snap.tbo.com/photos/index.php?id=2065706&size=large>

http://www.sjbhealth.org/body_childrens.cfm?id=1670

ABOUT MORPHOGENESIS:

Morphogenesis is a privately-held biotechnology company which specializes in cell therapy. The Company is also developing proprietary stem cell products, including its prototype cell separation device, which was completed earlier this month. For more information about Morphogenesis, contact Dr. Lawman at 813 855 9844 or log onto www.morphogenesis-inc.com.

Forward-Looking Statements:

Statements in this press release that are not strictly historical may be “forward-looking” statements, which involve risks and uncertainties. There can be no assurance that Morphogenesis, Inc. will be able to commercially develop cancer vaccine therapy, cell separation device or stem cell products; that the proposed products will prove to be safe and/or effective, that any clinical trials will be successful, or that necessary regulatory approvals will be obtained.

Morphogenesis, Inc. | 209 State Street | Oldsmar, FL 34677

Telephone: (813) 855-9844 | Fax: (813) 854-2340 | email: plawman@morphogenesis-inc.com