

PRESS RELEASE

FOR IMMEDIATE RELEASE

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MANAGEMENT TRANSITION

Placentia, CA. February 15, 2018 – InVitro International announced today that after 23 years serving as President and CEO of the animal testing alternatives pioneer, Rich Ulmer will be stepping aside as President to focus on the longer term strategy and growth of the organization. Mr. Ulmer will maintain his position as CEO, along with his seat on the board, and begin putting greater emphasis on properly positioning InVitro International to take full advantage of developing opportunities in the global testing alternatives marketplace.

Mr. Ulmer is succeeded as President by Rolf Kleiner, a former InVitro International executive who served as the company's Director of Global Sales from 1993 to 1995. Mr. Kleiner has an extensive business development and operational management background, coming to InVitro from his own consulting practice and a 20 year career with Kelly Services, one of the nation's largest global staffing solutions providers. Mr. Kleiner held several executive level positions at Kelly culminating with his role as Sr. Vice President and Chief Innovation Officer before establishing Rhenatus Partners. Commenting on Rolf's arrival, Rich said "Rolf brings years of successful global business development and operational management experience to InVitro at a time when we are positioning ourselves to take advantage of the positive trends in our marketplace. He has both small and large company experience, critical to insure our continued delivery of top quality products and services necessary to drive top and bottom line growth for our organization".

Rolf in turn noted that "Rich has done a masterful job of guiding InVitro International through some very challenging times over the past 20 plus years. His experience, drive, and tenacity have made it possible for InVitro to weather those challenges and continue providing innovative non animal alternatives for the testing of eye irritation, skin irritation and dermal toxicity. His deep knowledge of this marketplace will insure the company is properly positioned to fully leverage the growing number of opportunities as we continue to focus on revenue growth and operational excellence".

This release may contain "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those projected as a result of certain risks and uncertainties. These risks and uncertainties include, but are not limited to: acceptance of the Company's technology by customers or regulatory agencies, changes in market conditions and other competitive factors. Any such forward-looking statements are not guarantees of future performance.

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