

# ImmuCell

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FOR IMMEDIATE RELEASE:

## **Bobbi Jo Brockmann promoted to Vice President of Sales and Marketing**

**Contact:** Michael F. Brigham, President and CEO  
ImmuCell Corporation  
(207) 878-2770

Joe Diaz, Robert Blum and Joe Dorame  
Lytham Partners, LLC  
(602) 889-9700  
ICCC@lythampartners.com

PORTLAND, Maine – February 12, 2015 -- **ImmuCell Corporation (NasdaqCM: ICCC)**, a growing animal health company that is developing, manufacturing and selling products that improve animal health and productivity in the dairy and beef industries, today announced that Bobbi Jo Brockmann (Kunde) has been promoted to Vice President of Sales and Marketing.

Ms. Brockmann joined ImmuCell as Director of Sales and Marketing in 2010. She has been in charge of the sales and marketing of **First Defense**<sup>®</sup> and related product line extensions. She has an extensive network and a depth of experience in the field of newborn calf health. Under her leadership, the sales team has grown to include five sales and marketing regional managers and one inside sales/customer service representative, providing a sales presence in all the major U.S. cattle pockets.

Michael Brigham, President and CEO said, “Bobbi works with a vast network of respected calf experts within our industry. She has dramatically elevated the effectiveness of our sales and marketing initiatives as evidenced by the revenue growth we have achieved in the last ten consecutive quarters and for sixteen out of the last seventeen quarters, in comparison to the same quarters of the prior year. These results speak for themselves.”

Ms. Brockmann commented, “We have increased the number of calves that receive immediate immunity at birth by developing talented sales and marketing calf advocates who communicate the **First Defense**<sup>®</sup> value proposition in a way that drives sales through our distribution channel. Our end user customers are very well served by protecting their future herd replacements against some of the most common pathogens that reduce profitability. I greatly appreciate this recognition from our CEO and the Board of Directors. I remain dedicated to expanding the ImmuCell footprint within the North American and global cattle industries and improving calf health through **First Defense**<sup>®</sup> adoption.”

### **About ImmuCell**

ImmuCell Corporation's (NasdaqCM: ICCC) purpose is to create scientifically-proven and practical products that improve animal health and productivity in the dairy and beef industries. ImmuCell has developed products that provide significant, immediate immunity to newborn dairy and beef livestock. The Company has also developed products that address mastitis, the most significant cause of economic loss to the dairy industry. Press releases and other information about the Company are available at our website, (<http://www.immucell.com>).

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