

# ImmuCell

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## ImmuCell Announces Expansion of Sales and Marketing Team

### FOR IMMEDIATE RELEASE

PORTLAND, Maine – September 13, 2017 – **ImmuCell Corporation (Nasdaq: ICCC)**, a growing animal health company that develops, manufactures and markets scientifically-proven products that improve health and productivity in the dairy and beef industries, today announced the hiring of two new Regional Sales and Marketing Managers.

Dale Miller will lead the sales and marketing efforts in the Northeastern US and Canada. Dale came to ImmuCell with a vast dairy network and experience in motivating the distribution chain to multiply our sales efforts.

Rick Choate, residing in Twin Falls, Idaho, will lead the sales and marketing efforts in the Western US Region. Rick also has a solid understanding of distribution chain management and hits the ground running with existing product knowledge, as he sold our lead product, **First Defense**<sup>®</sup>, during a prior position within our distribution chain.

When an open position in the Midwestern US Region is filled, ImmuCell's team will consist of eight members, representing a net increase from seven previously.

“We consider ourselves the ‘Davids’ amongst ‘Goliaths’ within the animal pharmaceutical world,” commented Bobbi Jo Brockmann, ImmuCell's vice president of sales and marketing. “We exhibit a farm-kid like work ethic and approachability with a real desire to help improve the health and profitability of calf enterprises for the dairy and beef industries. Our creativity, tenacity and laser focus is what sets us apart from the rest.”

During the fourth quarter of 2017, the Company expects to achieve regulatory approval of **First Defense**<sup>®</sup> **Tri-Shield**<sup>™</sup>, a new formulation of its bovine antibodies that combines the existing bivalent claims (against *E. coli* and coronavirus) of the **First Defense**<sup>®</sup> capsule with a new rotavirus claim in a gel tube delivery format. The Company is working to also achieve regulatory approval of **First Defense**<sup>®</sup> **Dual-Force**<sup>™</sup>, its bivalent gel tube formulation that is currently sold without disease claims as **First Defense Technology**<sup>®</sup>.

“Because Miller and Choate come to us with such experience, we expect them to have an immediate impact on our efforts to grow sales of the **First Defense**<sup>®</sup> product line,” commented Michael F. Brigham, ImmuCell's president and CEO. “We ask our sales team to cover large territories, and these extra resources will better prepare us for the anticipated new product launches.”

### **About ImmuCell:**

ImmuCell Corporation's (**Nasdaq: 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 is developing a novel treatment for mastitis, the most significant cause of economic loss to the dairy industry. Press releases and other information about the Company are available at: (<http://www.immucell.com>).

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### **Safe Harbor Statement:**

This Press Release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such statements include, but are not limited to, any statements relating to: projections of future financial performance; the scope and timing of ongoing and future product development work and commercialization of our products; future costs of product development efforts; the estimated prevalence rate of subclinical mastitis; future market share of and revenue generated by current products and products still in development; future sources of financial support for our product development, manufacturing and marketing efforts; the future adequacy of our own manufacturing facilities or those of third parties with which we have contractual relationships to meet demand for our products on a timely basis; the future adequacy of our working capital and the availability and cost of third party financing; timing and future costs of a facility to produce the Drug Substance (our active pharmaceutical ingredient, Nisin); the timing and outcome of pending or anticipated applications for regulatory approvals; future regulatory requirements relating to our products; future expense ratios and margins; future compliance with bank debt covenants; costs associated with sustaining compliance with cGMP regulations in our current operations and attaining such compliance for the facility to produce the Drug Substance; factors that may affect the dairy and beef industries and future demand for our products; our effectiveness in competing against competitors within both our existing and our anticipated product markets; the cost-effectiveness of additional sales and marketing expenditures and resources; the accuracy of our understanding of our distributors’ ordering patterns; anticipated changes in our manufacturing capabilities and efficiencies; anticipated competitive and market conditions; and any other statements that are not historical facts. Forward-looking statements can be identified by the use of words such as “expects”, “may”, “anticipates”, “aims”, “intends”, “would”, “could”, “should”, “will”, “plans”, “believes”, “estimates”, “targets”, “projects”, “forecasts” and similar words and expressions. In addition, there can be no assurance that future developments affecting us will be those that we anticipate. Such statements involve risks and uncertainties, including, but not limited to, those risks and uncertainties relating to difficulties or delays in development, testing, regulatory approval, production and marketing of our products, competition within our anticipated product markets, customer acceptance of our new and existing products, alignment between our manufacturing resources and product demand, the uncertainties associated with product development and Drug Substance manufacturing, actual as compared to expected or estimated costs of expanding our manufacturing facilities, our potential reliance upon third parties for financial support, products and services, changes in laws and regulations, decision making by regulatory authorities, possible dilutive impacts on existing stockholders from any equity financing transactions in which we may engage, currency values and fluctuations and other risks detailed from time to time in filings we make with the Securities and Exchange Commission, including our Quarterly Reports on Form 10-Q, our Annual Reports on Form 10-K and our Current Reports on Form 8-K. Such statements are based on our current expectations, but actual results may differ materially due to various factors, including the risk factors discussed above.