

## **ImmuCell Unveils New Website**

PORTLAND, Maine, July 17, 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 introduced a newly designed corporate website to better communicate the value proposition that its products provide for its customers, the investment community and the media. The site can be accessed at [www.immuCell.com](http://www.immuCell.com).

Michael F. Brigham, President and CEO of ImmuCell, said, “We are excited to unveil the new corporate website. It more accurately, and graphically, depicts the ability of our products to maximize the productive capabilities of our customers’ most important assets, and it communicates the increasingly important role that our products can play in reducing the amount of antibiotics in the human food chain.”

ImmuCell markets the **First Defense**<sup>®</sup> product line that provides “immediate immunity” against aggressive pathogens, including *E. coli* and coronavirus, in newborn dairy and beef calves without the use of traditional antibiotics. The addition of a claim against rotavirus infections is anticipated (subject to USDA approval) towards the end of the year. The Company is in the late stages of developing a novel product to address subclinical mastitis in fully grown milking cows. Mastitis is the most significant cause of economic loss to the dairy industry totaling approximately \$2 BILLION annually. Subject to FDA approval, ImmuCell’s product will treat infections in milk producing cows without the use of traditional antibiotics and without the standard milk discard requirements for cows treated with antibiotics, generally reducing the amount of antibiotics in the milk supply.

### **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>).

### **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 amount and timing of future investments in facility modifications and production equipment; 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 (active pharmaceutical ingredient) for our novel mastitis treatment; 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; future realization of deferred tax assets; costs associated with sustaining compliance with cGMP regulations in our current operations and attaining such compliance for the facility to produce the Drug Substance for our novel mastitis treatment; factors that may affect the dairy and beef industries and future demand for our products; 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 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.

#### Contacts:

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

ImmuCell