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BrainCells, Inc. Appoints James A. Schoeneck Chief Executive Officer

SAN DIEGO, California, October 18, 2005 – BrainCells, Inc. (BCI), a privately held, neuroscience-focused, drug development and discovery company targeting novel and /or best-in-class therapies for neuropsychiatric disorders and other central nervous system diseases, announced today the appointment of James A. Schoeneck as Chief Executive Officer and member of the board. Schoeneck, 48, will be responsible for continuing to develop the strategic direction and capabilities of the company.

“We are fortunate to have Jim Schoeneck join BrainCells at this important period of the company’s growth,” commented Dr. Harry Hixson, BrainCells’ Chairman of the Board. “He is a proven leader and brings a broad skill set of hands-on experience in all operational functions, a team-oriented management style and an outstanding track record of delivering results. I look forward to working with Jim to take BrainCells to the next level.”

Schoeneck joins BrainCells from ActivX Biosciences, a proteomics-based drug development company, where he served as CEO and led the strategic sale of the company to Kyorin Pharmaceuticals of Japan in December 2004. Prior to ActivX, Schoeneck was President and CEO of Prometheus Laboratories. In 2002, Prometheus was recognized by *Inc.* magazine (*Inc.* 500) as the 3rd fastest growing private company in America and by the San Diego Venture Group as the Venture Capital Success Story of the Year.

“I’m excited to lead BrainCells’ unique approach to identifying best-in-class therapies for central nervous system disorders,” commented James Schoeneck, CEO. “The scientific foundation of the company, including Dr. Rusty Gage of the Salk Institute, Nobel Prize winner Dr. Eric Kandel and Dr. Rene Hen of Columbia University along with the incredibly talented staff at BCI, has the opportunity to change the way the industry thinks about the development of products for these diseases. The company already has a strong business presence and outstanding investors. I look forward to guiding BrainCells in the further application of the company’s technology to continue bringing value to our own drug development and discovery programs and, in the future, strategic collaborators.”

In his years prior to Prometheus, Schoeneck was Vice President and General Manager, Immunology Business Unit at Centocor, Inc., now a division of Johnson & Johnson. He built the organization and successfully launched Remicade, a leading biologic for rheumatoid arthritis and Crohn’s disease that now exceeds \$3 billion in annual sales. He also negotiated and led Centocor’s strategic partnership with Schering-Plough for Remicade rights outside the US and worked with Lilly and GSK on other monoclonal antibody-based partnerships. Prior to Centocor, he spent 13 years at Rhône-Poulenc Rorer, Inc. serving as Director of Healthcare Services, Director of Marketing and various other positions.

Schoeneck replaces Dr. Hixson, BCI’s founding Chairman and former Chief Executive Officer. Dr. Hixson will retain the position of Chairman. In his career, Dr. Hixson has held various management positions at Amgen, including President and Chief Operating Officer during the time

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that Amgen developed two major breakthrough products, Epogen and Neupogen. He currently serves as Chairman of Sequenom and is a Director of Discovery Partners International and Arena Pharmaceuticals.

About BrainCells Inc.

BrainCells Inc. (BCI) was founded by Drs. Gage and Hixson in December 2003 to capitalize on Dr. Gage's pioneering discoveries that humans generate new nerve cells throughout life and that this endogenous process – neurogenesis – can be manipulated using known small molecule therapeutics. In December 2004, BCI merged with NeuroGenix, a start-up founded by Drs. Eric Kandel, Paul McGonigle, Luca Santarelli and Rene Hen and focused on the behavioral impact of modulating neurogenesis and the relationship of neurogenesis to depression. BCI has established proprietary screens to profile the neurogenic potential of various CNS active pharmaceuticals, including known antidepressants. BCI believes its neurogenesis platform represents a major improvement in the predictive power of pre-clinical models for CNS disorders and will facilitate a paradigm-shift in CNS drug discovery and development. The company's investors include Oxford Bioscience Partners, Bay City Capital, Technology Partners, A.M. Pappas & Assoc. and NeuroVentures. For more information, visit www.braincellsinc.com.