

**Champions Biotechnology, Inc. Establishes UK Subsidiary and Retains General Manager to Expand its Personalized Oncology Business**

April 8, 2009 – Champions Biotechnology, Inc. (OTC Bulletin Board: CSBR), a company engaged in the development of advanced preclinical platforms and tumor specific data to enhance the value of oncology drugs, has established a UK subsidiary, Champions Biotechnology UK Ltd. (CBUK), to expand its personalized oncology business. Guy Malchi has been appointed General Manager of the UK subsidiary, which will also have a branch in Israel.

“We have been experiencing an increase in activity in all of our business, particularly in our personalized oncology service. Significantly, much of the increased activity in our personalized oncology business is from leading oncologist in Europe as they recognize the enhancement to their practice that is available by utilizing Champions’ services. Champions Biotechnology UK Ltd. will enable our services to be accessible to many more physicians in Europe and beyond. The growing trend of medical tourism in Israel has prompted us to establish a branch in Israel to offer our services there as well.” said Doug Burkett, PhD, President of Champions Biotechnology, Inc.

Dr. Burkett continued, “I am delighted to welcome Guy Malchi on board as he transitions from consultant to take on the leadership role for CBUK. He will also lead our corporate development efforts, which are focused on in-licensing and co-development of oncology drug candidates that have proven successful in our Biomerk Tumorgraft™ platform. Guy’s expertise in strategy implementation and business development are a valuable benefit to Champions.”

“I am thrilled to join Champions Biotechnology to help it realize its high potential,” said Mr. Malchi. “I was drawn to the unique interaction between personalized medicine and drug development, and I look forward to contributing to the firm’s success.”

**Guy Malchi, MBA** brings more than twelve years of leadership and management experience within the bio-pharma industry. Mr. Malchi previously served as Chief Executive Officer for Optimata Ltd., a development stage biopharmaceutical company focused on developing biosimulation technologies that predict cancer patients’ response to treatment. Prior to that, Mr. Malchi was based in London with Tefen Ltd. (Tel-Aviv stock exchange: TEFN), an international management consulting firm where he served as the founding partner of Tefen’s successful European life science practice. Mr. Malchi received a bachelor’s degree in Industrial Engineering from Tel-Aviv University and an executive master’s degree in Business Administration from London Business School.

For more news and information on Champions Biotechnology, Inc., please visit [www.IRGnews.com/coi/CSBR](http://www.IRGnews.com/coi/CSBR) where you can find the President’s video, a fact sheet on the company, investor presentations, and more.

**About Champions Biotechnology, Inc.**

Champions Biotechnology, Inc. is engaged in the development of advanced preclinical platforms and predictive tumor specific data to enhance and accelerate the value of oncology drugs. The Company was co-founded by David Sidransky, M.D. who with Manuel Hidalgo, M.D., Ph.D. developed the Company's Preclinical Platform; a novel approach based upon the implantation of primary human tumors in immune deficient mice followed by propagation of the resulting engraftments (BiomerK Tumorgrafts™) in a manner that preserves the biological characteristics of the original human tumor. Early studies suggest that these Tumorgrafts closely reflect human cancer biology and their response to drugs is predictive of clinical outcomes in cancer patients.

Champions Biotechnology leverages its preclinical platform to evaluate drug candidates and to develop a portfolio of novel therapeutic candidates. As drugs progress through preclinical development, the Company intends to sell, partner or license them to pharmaceutical and/or biotechnology companies, as appropriate. The Company also offers its predictive preclinical platform and tumor specific data to physicians for personalized patient care and to Companies for evaluation of oncology drugs in models that integrate prognostic testing with biomarker discovery.

Champions Biotechnology is dedicated to enhancing preclinical development tools, accelerating development and valuation of oncology drugs, and advancing personalized treatment with a goal to improve the lives of cancer patients globally.

*This press release contains "forward-looking statements" (within the meaning of the Private Securities Litigation Act of 1995) that inherently involve risk and uncertainties. Champions Biotechnology generally uses words such as "believe," "may," "could," "will," "intend," "expect," "anticipate," "plan," and similar expressions to identify forward-looking statements. One should not place undue reliance on these forward-looking statements. The Company's actual results could differ materially from those anticipated in the forward-looking statements for many unforeseen factors. See Champions Biotechnology's Form 10-KSB for the fiscal year ended April 30, 2008 for a discussion of such risks, uncertainties and other factors. Although the Company believes the expectations reflected in the forward-looking statements are reasonable, they relate only to events as of the date on which the statements are made, and Champions Biotechnology's future results, levels of activity, performance or achievements may not meet these expectations. The Company does not intend to update any of the forward-looking statements after the date of this press release to conform these statements to actual results or to changes in Champions Biotechnology's expectations, except as required by law.*

**CHAMPIONS BIOTECHNOLOGY, INC. WEB SITE: [www.championsbiotechnology.com](http://www.championsbiotechnology.com)**