

Champions Biotechnology, Inc. Retains The Investor Relations Group

Initiates Active Investor and Media Program

Arlington, VA.—August 14, 2008-- Champions Biotechnology, Inc. (OTCBB: CSBR), a company engaged in the development of advanced preclinical platforms and tumor specific data to enhance the value of oncology drugs, has retained the Investor Relations Group (IRG) to serve as its first investor relations and public relations firm in order to achieve greater recognition in the financial and media communities.

“Given the business progress we’ve made, it’s important for the Company to gain increased visibility,” said Douglas Burkett, PhD, President of Champions Biotechnology, Inc. “We look forward to embarking upon our relationship with IRG, one that will focus on building awareness and communicating our technology advantages and business objectives to the investment community and the media-at-large.”

“We believe that our Biomerk Tumorgrafts™ accurately predict the outcome of Phase II clinical trials,” said Dr. Manuel Hidalgo, Champions Biotechnology’s Chief Scientist. “The ability to test and predict which early stage drug candidates have the best chance to succeed in human clinical trials is of profound value and benefit to pharmaceutical and biotech companies, as well as to our own drug development program as we seek drug partnerships and acquisitions to expand our oncology drug pipeline. It is our goal to leverage the unique value of Biomerk Tumorgrafts to generate future revenues through royalty arrangements, partnerships, and acquisitions.”

IRG, a highly recognized, New York-based corporate communications firm, will strive to increase Champions Biotechnology’s public exposure, communicate the advantages of its technology, and explain its high potential growth objectives through a focused campaign. On the investor relations front, IRG will use its proprietary database of investors to introduce Champions Biotechnology to targeted members of the investment community through pre-qualified one-on-one introductions, e-mails to professionals that have opted-in to receive communication, interviews, and traditional outreach. In the public relations arena, IRG will strive to educate audiences of editors, writers, and segment producers of local and national trade and consumer print, radio, online, and broadcast media outlets about Champions Biotechnology’s technology and its role in the market.

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's preclinical platform is a novel approach based upon the implantation of primary human tumors in immune deficient mice followed by propagation of the resulting xenografts (Biomerk Tumorgrafts™) in a manner that preserves the biological characteristics of the original human tumor. The Company believes that these Tumorgrafts closely reflect human cancer biology and their response to drugs is more 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 drug candidates through pre-clinical trials. As drugs progress through this early stage of development, the Company plans 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 drug candidates in models that integrate prognostic testing with biomarker discovery. For further information, please visit the company's website at www.championsbiotechnology.com.

About The Investor Relations Group, Inc.

The Investor Relations Group, Inc. (IRG) offers a full-service corporate communications program designed to suit the many unique needs of public companies. The program utilizes a proprietary, targeted approach to reach institutional investors, analysts, and the media-at-large. For further information, please visit the company's website at www.investorrelationsgroup.com.

Forward-Looking Statements

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.

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