

Champions Biotechnology, Inc. Launches PersonalizedCancerTreatment.com

Website Features Exclusive Personalized Cancer Treatment Options For Cancer Patients And Healthcare Professionals

JUNE 1, 2009 – [Champions Biotechnology, Inc.](http://ChampionsBiotechnology.com) (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 launched the website PersonalizedCancerTreatment.com. The website provides information and access to the company's unparalleled personalized treatment options for physicians and their patients, including:

Personalized Tumorgraft™

A Personalized Tumorgraft is a sample of the patient's living tumor that is grown and tested in Champions' facilities. This novel approach optimizes treatment choices through simultaneous evaluation of the effectiveness of numerous anti-cancer drugs, sparing the patient from undergoing therapy that may not be optimal for that specific cancer. Champions also maintains the patient's living Tumorgraft to allow for future studies, if needed, for the patient and his/her family.

Personalized Vaccine™

A therapeutic cancer vaccine may be developed from the patient's tumor to provide the most personalized cancer treatment available. Tumor cells from the Personalized Tumorgraft are genetically modified, then used to stimulate a patient's immune system to recognize and, if possible, attack the patient's cancer cells.

Personalized Oncology Panel™

Champions' provides the cancer patient and treating physician with access to the world's top cancer experts, convening exclusive panels of renowned experts, selected based on a patient's specific cancer type and condition, from each of the disciplines critical to the patient's case. In a round table forum, the expert panel debates the broad array of options and provides a consensus treatment recommendation to the patient's physician.

The website also includes a selection of case presentations in the Healthcare Professional section that demonstrate the positive clinical results achieved by physicians whose cancer patients have chosen to use Champions' services.

“With the launch of our new website, Champions empowers Web users to explore, learn, and expand their understanding of breakthrough cancer treatments, making available today the personalized oncology options of tomorrow,” said Doug Burkett, PhD, President of Champions Biotechnology, Inc. “We are providing patients and physicians with real-time access to cutting edge medicine, including valuable insight into the most promising new cancer treatments, genetic tests, novel therapeutics, landmark research, and more.”

Dr. Burkett continued, “Champions offers a more precise approach to cancer treatment, because every patient's cancer is unique. In partnership with one's physician, Champions optimizes a given treatment plan's potential for success and maximizes the patient's most precious resource: time. We anticipate the launch of PersonalizedCancerTreatment.com will bring our exceptional spectrum of personalized cancer treatment options to a broader audience than ever before.”

To learn more about Personalized Cancer Treatment please visit www.personalizedcancertreatment.com.

For more news and information on Champions Biotechnology, Inc., please visit www.IRGnews.com/coi/CSBR where you can find the CEO'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 Manny 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 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 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

Contact:
The Investor Relations Group, Inc.
James Carbonara, 212-825-3210
or

Public Relations:
Susan Morgenbesser / Janet Vasquez, 212-825-3210