



# Q Therapeutics, Inc. Selects Hanover|Elite as New Investor and Public Relations Counsel of Record

SALT LAKE CITY, UT--(Marketwire - Oct 24, 2012) - Q Holdings, Inc., dba Q Therapeutics, Inc. (the "Company"), an emerging biotechnology company utilizing its proprietary innovative technology to develop breakthrough cell therapy products for the treatment of debilitating diseases of the central nervous system, today announced that it has named Hanover|Elite as the Company's Investor and Public Relations counsel of record.

Deborah Eppstein, PhD, President and CEO of Q Therapeutics, stated, "Now that Q Therapeutics is a fully reporting company and is taking the necessary steps to initiate trading of its common stock, we look forward to elevating awareness of our Company and its growth prospects within the global investing arena. We are pleased to team with Hanover|Elite and are confident in their ability to attract support for Q Therapeutics from a broad, well-educated audience of investors and investment professionals, while also ensuring that our valued shareholders remain informed of our progress."

Hanover|Elite is a newly formed joint venture created by Hanover International, Inc. and Elite Financial Communications Group. Hanover and Elite have teamed to leverage their respective strengths, resources and spheres of influence on Wall Street to create an innovative IR/PR model for merging and applying best industry practices in financial communications, corporate branding and awareness, regulatory compliance and corporate finance advisory services.

In collaboration with Q Therapeutics' senior leadership, Hanover|Elite is charged with developing, implementing and supporting a fully integrated corporate and shareholder communications platform for the Company; generating meaningful awareness among and measurable support from the retail and institutional investment communities; and assisting management on the formulation, refinement and execution of its short- and long-term capital formation strategies. Dodi Handy, CEO of Elite and Managing Partner of the JV, will lead the combined IR/PR teams and provide strategic counsel and direction.

## **About Q Therapeutics, Inc.**

Headquartered in Salt Lake City, Utah, Q Holdings, Inc., dba Q Therapeutics, Inc., is a fully reporting, non-trading company, engaged in developing adult stem cell therapies to treat debilitating diseases of the central nervous system. The Company's first product, Q-Cells<sup>®</sup>, is a cell-based therapeutic intended to restore or preserve normal function of neurons by providing essential support functions that occur in healthy central nervous system tissues. Q-Cells may be applicable to a wide range of central nervous system diseases, including demyelinating conditions such as multiple sclerosis, transverse myelitis, cerebral palsy, and stroke, as well as other neurodegenerative diseases and injuries, such as ALS (Lou Gehrig's disease), spinal cord injury, Parkinson's disease and Alzheimer's disease. Q Therapeutics' initial clinical target is ALS,

with a first IND filing expected in 2013. For more information, visit [www.qthera.com](http://www.qthera.com).

### **Cautionary Statement Regarding Forward Looking Information**

This news release may contain forward-looking statements made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements in this press release regarding potential applications of Q Therapeutics' technologies constitute forward-looking statements that involve risks and uncertainties, including, without limitation, risks inherent in the development and commercialization of potential products, uncertainty of clinical trial results or regulatory approvals or clearances, need for future capital, dependence upon collaborators and maintenance of its intellectual property rights. Actual results may differ materially from the results anticipated in these forward-looking statements. Additional information on potential factors that could affect results and other risks and uncertainties are detailed from time to time in Q Therapeutics' periodic reports, including the quarterly report on Form 10-Q for the period ended June 30, 2012.

### **Contact Information**

FOR MORE INFORMATION:

Hanover|Elite

Dodi Handy or Kathy Addison

407-585-1080