

Mid-Morning Alert

NUVILEX, INC.

Underlying Value Increasing Yet Again With Latest News

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NUVILEX, INC. (OTC:QB – NVLX - \$0.069)

Price Target: \$0.50

Rating: Speculative Buy

COMPANY SNAPSHOT

Nuvilex, Inc. is an innovative “green” company dedicated to developing and marketing scientifically derived products designed to improve the health and well-being of those that use them. The Company's primary offerings are in the estimated \$150 billion natural products industry including popular natural supplements. Nuvilex has been awarded 14 patents for a number of its formulations and its broad product line is sold via the Web and in major stores such as The Vitamin Shoppe and specialty outlets across the U.S. The Company has a deep research and development portfolio in the natural products arena and is leveraging this knowledgebase into the development of potentially blockbuster biotechnology products.

KEY STATISTICS

Price as of 5/18/11	\$0.069
52 Wk High – Low	\$0.075 – 0.004
Est. FD Shares Out.	353.0M
Market Capitalization	\$24.4M
3 Mo Avg Vol	815,000
Exchange	OTC:QB

COMPANY INFORMATION

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INVESTMENT HIGHLIGHTS

The News:

Earlier this morning, Nuvilex announced that it is engaged in advanced discussions with one of the world's most experienced cell therapy companies to acquire its pancreatic cancer treatment technology. This acquisition will enable Nuvilex to provide encapsulated, living cells engineered to target tumors in patients with minimal collateral tissue damage. In completed clinical studies on pancreatic cancers, this treatment protocol demonstrated a doubling of life expectancy over existing conventional pancreatic cancer therapy.

Background:

Pancreatic cancer is one of the most aggressive forms of cancer. Since it shows up so late and so quickly, most patients do not survive more than six months following diagnosis. Due to the nature of this disease, there are fewer treatment options and drugs under development than other cancer treatments. It is estimated that there are 43,000 new cases each year and 37,000 deaths, in the U.S. alone. The standard of care is Eli Lilly's Gemcitabine, (which came off patent in late 2010) used in conjunction with chemotherapy. We have seen estimates suggesting the size of this market is several hundred million dollars, annually.

What does this mean?

From Day One, the CEO has promised that Nuvilex will be a player in biotech. He has taken it up a notch. In a matter of weeks, Nuvilex is being transformed into a diverse health products company with a new, very promising oncology biotech product segment, which tends to provide the greatest value to biotech investors. By reading the press release carefully, we see that the technology has already completed clinical trials which save Nuvilex years of development and meaningful development costs. It lowers the timeline to a potential NDA filing down the road. Once the deal closes we can provide more quantifiable value. In the interim, we reiterate our Speculative Buy rating as this news kicks the stock's road to our \$0.50 price target, into a new gear.

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Analyst: Robert Goldman

Rob Goldman has 20 years of investment and company research experience as a senior research analyst and as a portfolio and mutual fund manager. During his tenure as a sell-side analyst, Rob was a senior member of Piper Jaffray's Technology and Communications teams. Prior to joining Piper, Rob led Josephthal & Co.'s Washington-based Emerging Growth Research Group. In addition to his sell-side experience Rob served as Chief Investment Officer of a boutique investment management firm and Blue and White Investment Management, where he managed Small Cap Growth portfolios and *The Blue and White Fund*.

Analyst Certification

I, Robert Goldman, hereby certify that the view expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the recommendations or views expressed in this research report.

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