

Press release
September 28, 2009
Göteborg, Sweden

Swemed Sense™ approved for sales in Australia

Vitrolife has received approval from TGA (Therapeutic Goods Administration) for its new needle for the collection of human oocytes, Swemed Sense™ (patent pending), which reduces the risk of tissue damage and pain. It will be launched in Australia in October.

"Swemed Sense™, with its unique characteristics, is an important part of our existing product portfolio in Europe, and is now available even to our Australian customers, Says Vitrolife's Vice President of Marketing and Sales, Nils Sellbom. Vitrolife have identified Australia as one of the key markets in the world and we have a office located in Melbourne. Approximately 67 000 fertility treatment cycles are conducted in Australia and New Zealand each year"

The Swemed Sense™ oocyte aspiration needle is designed with a thinner front part and tip so as to minimize tissue damage, bleeding and pain. However, the rear part of the needle has a larger diameter. This makes the needle stable and therefore does not reduce the handling ability. Furthermore, the procedure is just as fast as when a thicker needle is used, which is not the case with uniformly thin needles. A patent application has been submitted for Swemed Sense™ in all major markets.

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Vitrolife is a global biotechnology/medical device Group that works with developing, manufacturing and selling advanced products and systems for the preparation, cultivation and storage of human cells, tissue and organs. The company has business activities within three product areas: Fertility, Transplantation and Stem Cell Cultivation.

The Fertility product area works with nutrient solutions (media), cryopreservation products and advanced consumable instruments such as needles and pipettes, for the treatment of human infertility. The Transplantation product area works with solutions and systems to evaluate and maintain organs outside the body in order to select usable organs and keeping them in optimal condition while waiting for transplantation. The Stem Cell Cultivation product area works with media and instruments to enable the use and handling of stem cells for therapeutic purposes.

Vitrolife today has approximately 160 employees and its products are sold in more than 85 markets. The company is headquartered in Gothenburg, Sweden, and there are subsidiaries in USA, Australia, France and Italy. Production facilities are located in Sweden and the USA.

The Vitrolife share is listed on NASDAQ OMX Stockholm, Small Cap.

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This is a translation of the Swedish version of the press release. When in doubt, the Swedish wording prevails.