

PRESSRELEASE

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VITROLIFE INTRODUCES THE SAFEST CULTURE MEDIA FOR HUMAN INFERTILITY TREATMENT ON THE WORLD MARKET

Vitrolife introduces the safest culture media on the world market for human infertility treatment, containing recombinant albumin. The market introduction takes place at one of this year's the largest congresses for in vitro fertilization (ESHRE – European Society for Human Reproduction and Embryology), which will be held in Lausanne, Switzerland, July 1-4, 2001.

Albumin is a protein present in the blood, which is used in most culture media in order to create an optimal growth environment for cells outside the body. Until now, the only available source of albumin has been blood donors, which results in variable medium quality and, consequently, variability in the treatment outcome. In addition, albumin derived from blood carries an inherent risk of transferring infectious agents. By using recombinant albumin, produced by biotechnological methods, the use of components from humans can be avoided. The world market for culture media for infertility treatment is estimated to approximately 1 billion SEK.

- "Being a scientist and physician it is extremely positive to see that it is now possible to develop pure and safe treatment with the help of biotechnology, especially considering the problems with HIV and Creutzfeldt-Jacobs disease recently. In addition, our studies indicate that cell culture media containing recombinant albumin can be more effective since we have seen very high pregnancy rates so far." said Professor Lars Hamberger, Chairman of the Board in Vitrolife AB.

- "To give infertile couples the possibility of becoming parents through in vitro fertilization treatment, and providing the highest possible safety and efficacy, is what I dreamt of during my years as IVF Laboratory Director in the beginning of the nineties. I'm proud that Vitrolife is first in the world with this breakthrough" said Dr. Peter Svalander, President and CEO of Vitrolife AB and Business Area Director of Fertility Systems.

- "We are convinced that totally defined culture media will replace conventional media in a near future. The risks for contamination by using extractions from humans or animals for medical treatment will probably be unacceptable in the future, both by the patients and the authorities. When the clinics become aware that the new media products have resulted in around 55% pregnancy rate, their ambition to provide the best possible treatment will most likely lead to a great demand for safe and effective culture media." said Mr. Christer de Flon, Marketing Director of Vitrolife AB.

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Vitrolife AB (publ)

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Vitrolife

Vitrolife's business mission is to develop, produce and sell advanced products and systems for the preparation, cultivation, preservation and support of cells, tissues and organs. Vitrolife intends to further expand the Company's production capacity to meet an expected increase in demand for its products, as well as strengthen its global market position as a leading company in the development of innovative cell and tissue technologies.

Vitrolife believes that the number of procedures performed annually involving tissue and cell technologies will increase as new treatments are introduced and existing treatments are improved. In addition, Vitrolife expects that the regulation surrounding approval processes and quality control for its products will increase. Vitrolife aims to create competitive advantages from this regulation by meeting and exceeding expected future demands of regulatory authorities, ahead of the Company's competitors.

Since it commenced its operations in 1993, Vitrolife has expanded rapidly. The Company currently has over 80 employees and sells its products in over 70 countries. During the latest five-year period, sales have increased by an average of 33 percent and totalled more than SEK 82 million for the fiscal year 2000.

The Vitrolife share is listed on the Stockholm Exchange (Stockholmsbörsen) O-list under the ticker VITR.