

Press release
October 25, 2005
Kungsbacka, Sweden

Vitrolife further strengthens its sales organization

Vitrolife has employed Jonas Falk as the new Director of Sales and Key Account Marketing for the European and Asian regions. "This is yet another part of our strong market drive to be able to provide direct support for and direct marketing efforts at more clinics," says Vitrolife's CEO, Magnus Nilsson.

Jonas Falk has many years of experience in the pharmaceuticals industry and has worked at Pfizer, Hässle Pharmaceuticals and Astra Zeneca. In his most recent position, he worked as Assistant Director National Sales at Astra Zeneca, where he was responsible for training and coordination of sales of Crestor.

"It feels inspiring to begin working at Vitrolife as the company has an exciting product portfolio and interesting development projects, and is enjoying strong growth", says Jonas Falk. Jonas takes up his position during the next few days and will report to the Sales Director, Christer de Flon.

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Magnus Nilsson
CEO

Questions should be addressed to:
Magnus Nilsson, CEO, phone +46 31 721 80 00 or +46 708 22 80 61.
Anna Ahlberg, CFO, phone +46 31 721 80 13 or +46 708 22 80 13.

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 Cell therapy. The Fertility product area works with nutrient solutions (media) for the treatment of human infertility. The Transplantation product area works with solutions and systems to maintain tissue in optimal condition outside the body for the required time while waiting for transplantation. The Cell therapy product area works with media to enable the use of stem cells for therapeutic purposes.

Vitrolife today has approximately 80 employees and the company's products are sold in more than 80 markets. The head office is in Kungsbacka, Sweden, and there is a subsidiary in Denver, USA. The Vitrolife share is listed on the O-list of the Stockholm Stock Exchange.

Vitrolife AB (publ), Faktorvägen 13, SE-434 37 Kungsbacka, Sweden. Corporate identity number 556354-3452.
Tel: +46 31 721 80 00. Fax: +46 31 721 80 90. E-mail: info@vitrolife.com. Homepage: www.vitrolife.com.