

**Press Release
October 7, 2011
Gothenburg**

Increased sales potential - Regulatory approval in Japan for aspiration needles opens the second largest IVF market.

Vitrolife has obtained regulatory approval for the sale of aspiration needles and micro pipettes which are used in infertility treatment (IVF). This means that another important market in Asia can be processed with a higher offer and the total sales potential increases.

"We and many customers who wanted to use even this kind of products from Vitrolife, especially the patented Swemed Sense TM, have been waiting for this for some time. We are very pleased to now offer our Japanese customers our full product range," says Marcus Hedenskog sales manager Vitrolife KK Japan.

The approval confirms that Vitrolife provides the IVF market with access to safe, effective and compliant product

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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 keep 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 220 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, Italy, United Kingdom and Japan. Production facilities are located in Sweden and the USA. The Vitrolife share is listed on NASDAQ OMX Stockholm, Small Cap.

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