

Vitrolife launches a new cell culture media system for in-vitro fertilization (GIII Series™ – Closer to Nature) in the USA.

At the 58th Annual Meeting of the American Society for Reproductive Medicine in Seattle, WA, October 12-17, Vitrolife introduces a new cell culture media system for in-vitro fertilization (GIII Series™ - Closer to Nature).

The new cell culture media system, developed by Vitrolife in collaboration with Dr. David K Gardner and his research team at the Colorado Center for Reproductive Medicine in Englewood, Colorado, received FDA 510(k) clearance in September 2002. The GIII Series™ represents a new era in media composition improving success rate by minimizing embryo intracellular stress and meeting physiological needs. The main features are:

- Based on the latest scientific findings regarding the physiological needs of embryos.
- Includes a common set of ions and amino acids to prevent intracellular stress induced by moving embryos through different types of solutions.
- Reduced risk of ammonium ion accumulation.
- *Hyaluronan* added to promote embryo development, implantation and increase cryosurvivability.
- Increased treatment efficacy for transfer of both fresh and cryopreserved embryos.
- Unique safety and consistency through the use of *Recombinant Human Albumin* supplement (G-MM™).

Peter Svalander Vitrolife's CEO said "I really believe that the launch of this new culture media system represents a significant milestone for our company and will contribute significantly to improving pregnancy success rates".

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Vitrolife

Vitrolife's business mission is to develop, produce and sell advanced, premium quality products and systems for the preparation, cultivation, preservation and support of cells, tissues and organs. Vitrolife currently 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 100 employees and sells its products in over 80 countries. During the latest five-year period, sales have steadily increased by and totaled more than SEK 100 million for the fiscal year 2001. The Vitrolife share is listed on the Stockholm Exchange (Stockholmsbörsen) O-list under the ticker VITR.