

# Press release



Medicon Valley Scandinavia, October 10, 2007

## **Vivolution establishes direct sales force in Germany and the UK**

***Following very promising results from European case studies with the second generation Vivostat® product named PRF® (platelet rich fibrin) Vivolution establishes own sales force in Germany and the UK***

Vivolution has just completed a series of cases with Vivostat® PRF® in 7 wound care centres across Europe. The majority of the patients suffered from diabetic foot ulcers. When these ulcers become chronic there is currently no effective treatment.

Users of Vivostat® PRF® found the system easy to use and estimated the treatment had a positive effect in 87% of the diabetic foot ulcer patients that were treated.

Tom Bjerg Lauritzen, CEO of Vivolution A/S, is very enthusiastic about these positive results. "We are moving fast to introduce our PRF® product and now feel confident that we can obtain the necessary clinical documentation to justify a widespread use."

Around 14 million people in Europe – mainly elderly and diabetics - are suffering from chronic wounds. Furthermore the number of people suffering from diabetes is estimated to double over the next 15 years.

"We have taken the first step by establishing our own sales force in Germany and the UK to ensure full control and maximum effect of the roll-out."

Vivolution plans to start a multinational multicenter clinical trial early in 2008 to further define responders to the treatment with PRF®.

The market potential of the active therapy wound care market is well in excess of 1 billion USD, however this market is mainly served by traditional wound dressing companies. Vivolution is experiencing an increasing demand for new therapies that play a more active role in healing chronic wounds.

"With the Vivostat® System we have proven that so-called next generation products are here and ready to be used." said Tom Bjerg Lauritzen, CEO of Vivolution.



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## **About VIVOLUTION**

Vivolution is a privately owned company based in the Medicon Valley of Scandinavia. Our product, the Vivostat<sup>®</sup> System, utilizes the individual patient's blood to derive either a surgical sealant to prevent and stop bleedings, or a gel with a high concentration of growth factors (PRF<sup>®</sup>) that stimulates the healing of chronic wounds.

PRF<sup>®</sup> is a gel, which stimulates the formation of cells. Just like the surgical sealant, it is derived from the patient's own blood on-site by a processing unit. After processing it is applied to the wound with a unique Spraypen<sup>®</sup> that ensures optimal coverage.

By using the patient's own blood there is no risk of allergic reactions or transfer of viral diseases. This is an increasingly important factor as more and new viruses, such as Asian bird flu etc. develop.

Our Products are sold via our own direct sales force and distributors throughout Europe and Asia - mainly to surgical departments and wound centres. More than 98% of our sale is export.

## **For further information please contact:**

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For information please visit: [www.vivolution.com](http://www.vivolution.com) and [www.vivostat.com](http://www.vivostat.com)