



Innovative Cell and Tissue Technology

Press release
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New Vice President Marketing & Sales

Nils Sellbom has been appointed Vice President Marketing and Sales. Today Nils is the Head of Sales Americas and President of Vitrolife's subsidiary in the USA. Previously he was President of the company that Vitrolife acquired at the beginning of 2006, Swemed. Jonas Falk, who today is responsible for Vitrolife's sales in the Middle East, Asia and Oceania, has been appointed Head of Sales Americas and will be based in the USA. "We are happy that Nils has taken on the work of further developing the sales organization. Nils has long and solid experience, amongst other things from several years within Astra Zeneca China as Vice President Marketing and Sales, and has done a very good job in the USA during the past year, where we have seen a very positive development of sales," say Vitrolife's President and CEO Magnus Nilsson.

Vitrolife's sales director and Vice President Christer de Flon will leave the company on May 1, 2007 after a total of just over 4 years at Vitrolife, to take up the position of President of Blå Stjärnan. "Christer de Flon has done a fantastic job for Vitrolife in building up our sales organization and we wish him the best of luck in his new position".

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Magnus Nilsson
President and CEO

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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) and advanced one-time instruments such as needles and pipettes, 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 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 120 employees and the company's products are sold in more than 80 markets. The head office is in Kungsbacka, Sweden, and there are subsidiaries outside Gothenburg, Sweden and in Denver, USA. The Vitrolife share is listed on the Stockholm Stock Exchange's Nordic Small Cap list.

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