

Images/Interviews Available on Request

Media Contacts:

Caren Browning

The Morris + King Company

00 1 212 561-7464

Caren.browning@morris-king.com

Martin Waleij

CEO Dignitana AB

+ 46 733 93 70 76

martin.waleij@dignitana.se

DigniCap™ System Chosen for Cancer Patients at BMI Ross Hall Hospital
Clinically-Proven Therapy Prevents Chemo-Related Hair Loss with Greater Comfort and Precision

~ Glasgow Residents Now Have Access to New State-of-the-Art Cancer Care Therapy ~

LONDON (March 19, 2013)—The DigniCap™ System, considered to be the most scientifically-advanced scalp-cooling treatment available for reducing chemotherapy-related hair loss in men and women today, has been chosen by BMI Ross Hall Hospital in Glasgow as its preferred hair-loss treatment option for use in its oncology practice. Available now for patients in Glasgow and surrounding communities, DigniCap is the only system to offer scalp-cooling above freezing with patented, built-in temperature sensors and a precision cooling mechanism that allows for gradual and highly tolerable scalp temperature fluctuations.

The DigniCap™ System, developed by Dignitana, a world leader in scalp-cooling technology, is a safe, gentle and effective treatment for avoiding hair loss related to chemotherapy. The system continuously monitors temperature to ensure comfort and consistent application of the treatment. Caps are specifically designed so that the ears remain uncovered for added comfort and normal hearing during the process, and the user-friendly system features an intuitive, touch-screen control panel.

As the largest private hospital in Glasgow, BMI Ross Hall serves residents from the south side of Glasgow, across the UK and abroad. Oncologists at BMI Ross Hall chose to offer the DigniCap™ System based on its superior tolerability and efficacy, noting that DigniCap is the first scalp cooling system that can be offered with clinical evidence, confidence and consistent results at temperatures above freezing, which makes for a less stressful and much more comfortable patient experience.

Clinical results show that eight out of ten women in Europe and Asia who used the DigniCap™ System during chemotherapy retained their hair. Additional trials at leading medical centers around the world have proven the system to be a viable alternative for both women and men of diverse ethnicities. Further clinical results from investigations of the efficacy of scalp cooling with the DigniCap™ System in both the U.S. and the U.K. will be presented at medical conferences and in publications throughout 2013.

“BMI Ross Hall Hospital is known throughout Scotland and the UK for its clinical excellence, state-of-the-art medical innovation and truly compassionate care,” said Martin Waleij, CEO of Dignitana, maker of the DigniCap™ System. “We are proud they have chosen to offer their patients the DigniCap™ System—it is an honour to be able to add BMI Ross Hall in Glasgow to the growing list of top medical establishments around the world that include the DigniCap™ System in their comprehensive approach to cancer care.”

Martin Waleij further comments the development of the UK market:

“The order is an initial reference order but we do have have three of the five largest private healthcare providers as customers and partners. Our aim is to be a key supplier for the five largest private groups in parallel with becoming a major contributor of scalp cooling to cancer patients with the public National Health Service where we currently is working on a mutually beneficial financial set up for both Dignitana and the NHS trusts”

For more information about the DigniCap™ System offered at BMI Ross Hall Hospital please email info@bmihealthcare.co.uk.

About BMI Ross Hall Hospital

BMI Ross Hall Hospital in Glasgow is part of BMI Healthcare, Britain's leading provider of independent healthcare with a nationwide network of hospitals & clinics performing more complex surgery than any other private healthcare provider in the country. Our commitment is to quality and value, providing facilities for advanced surgical procedures together with friendly, professional care. BMI Ross Hall Hospital has 101 beds with all rooms offering the privacy and comfort of en-suite facilities, satellite TV and telephone. The hospital has four theatres, one minor procedures theatre, five bed intensive care unit and a high dependency unit. These facilities combined with the latest in technology and on-site support services enable us to undertake a wide range of procedures from routine investigations to complex surgery. This specialist expertise is supported by caring and professional medical staff, with dedicated nursing teams and Resident Medical Officers on duty 24 hours a day, providing care within a friendly and comfortable environment.

About Dignitana AB (publ)

Dignitana AB, a Swedish medical device company, listed on the OMX Nasdaq First North Stockholm, focused on the patented DigniCap™ System, a medical device for preventing hair-loss in chemotherapy patients and for technologies within the area of medical cooling.

For more information visit www.dignitana.com

###