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**DigniCap® System Chosen for Cancer Patients at BMI Three Shires Hospital
Clinically-Proven Therapy Prevents Chemo-Related Hair Loss with Greater Comfort and Precision**

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

LONDON (August 21, 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 Three Shires Hospital in Northampton as the preferred hair-loss treatment option for use in its oncology practice. Available now for patients in Northampton and surrounding communities, DigniCap® is the only system to offer scalp-cooling above freezing levels 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.

BMI Three Shires Hospital, situated within the site of St Andrew's Hospital in Northampton, is part of BMI Healthcare, Britain's leading provider of independent healthcare with a nationwide network of hospitals and clinics, performing more complex surgery than any other private healthcare provider in the country. Oncologists at BMI Three Shires 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 10 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.

DigniCap has been clinically evaluated, with excellent results, over the past three years at several leading NHS cancer hospitals in the UK, and was recently chosen as the preferred hair-loss treatment option by Imperial College Healthcare NHS Trust, Royal Free London NHS Foundation Trust and St. George's Healthcare.

In the United States, Dignitana recently announced that it has received US Food and Drug Administration (FDA) approval for its Investigational Device Exemption (IDE) and is now initiating a multi-center pivotal trial at major US medical centers. Clinical trials will be conducted at the University of California, San Francisco (led by Principal Investigator Hope S. Rugo, MD), Wake Forest Baptist Medical Center (led by Principal Investigator Susan Melin, MD) and Weill Cornell Breast Center (led by Principal Investigator Anne Moore, MD). The trial is expected to open in the next few months at other prestigious medical centers in New York and California. Further clinical results from investigations of the efficacy of scalp-cooling with the DigniCap® System in both the US and the UK will be presented at medical conferences and in publications throughout 2013.

BMI Three Shires Hospital's Executive Director, Dominic Bath, comments: "BMI Three Shires is pleased to be able to add the DigniCap® System to our portfolio of oncology treatments and services. The impressive clinical evidence demonstrating its safety and value assure us that it will be of great benefit to our Northampton cancer patients."

"BMI Three Shires Hospital is known for its clinical excellence, state-of-the-art medical innovation and compassionate service and care," said Martin Waleij, CEO of Dignitana. "We are proud that they have chosen to offer the DigniCap® System to their patients, and we are honored to add Three Shires to the growing list of medical establishments around the world that consider the DigniCap® System an essential part of their comprehensive approach to cancer care."

"This alliance is for an initial reference order and augments our established partnerships with three of the five largest private healthcare providers in the UK," Waleij adds. "Our aim is to be a key supplier for the five largest private groups and a major contributor of scalp cooling services to cancer patients within the public National Health Service, with whom we are currently in discussion."

For more information about the DigniCap® System offered at BMI Three Shires Hospital please email info@bmihealthcare.co.uk.

About BMI Three Shires Hospital

BMI Three Shires Hospital is situated within the site of St Andrew's Hospital in Northampton and is part of BMI Healthcare, Britain's largest provider of independent healthcare services. The hospital's facilities, combined with the latest in technology and on-site support services, enable consultants 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 a Resident Medical Officer on duty 24 hours a day, providing care within a friendly and comfortable environment. BMI Three Shires is recognized as a BUPA Approved Breast Care Unit and a BUPA Approved Bowel Centre Unit.

For more information please visit: <http://www.bmihealthcare.co.uk/>

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

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