



Innovative Cell and Tissue Technology

Press release
February 5, 2008
Kungsbacka, Sweden

Vitrolife starts direct sales of fertility media in France

Vitrolife takes over marketing and sales of media products within the fertility area in France. This is in line with Vitrolife's strategy to use its own organization in key markets and gives the company the opportunity to be more aggressive and increase its market share in the French market.

Since 1998 JCD SAS has been responsible for sales and distribution of Vitrolife's media products within fertility in France. Vitrolife will now take over management of marketing and sales in France. Vitrolife already has a branch office in France, through which instrument products have been sold.

"Vitrolife wishes to thank JCD for the years of successful and dedicated work that have been put into sales of and customer support for Vitrolife's products in France. As from May 1, 2008 we begin marketing and distributing the complete product line direct from Vitrolife. We can then offer our customers a broader range of products and service by providing both cultivation media and instruments", says Nils Sellbom, Director of Sales at Vitrolife.

The consolidation of the sales activities of the former Swemed and Vitrolife product portfolios, thereby achieving marketing synergies, is a process Vitrolife has been pursuing worldwide since the acquisition of Swemed, with the aim of using its own market organization in key markets with a wider product range.

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Magnus Nilsson
CEO

Queries should be addressed to:

Magnus Nilsson, CEO, phone +46 31 721 80 00 or +46 708 22 80 61.
Anna Ahlberg, CFO, phone +46 31 721 80 13 or +46 708 22 80 13.

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 140 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 OMX Nordic Exchange's Nordic Small Cap list.

Vitrolife AB (publ), Faktorvägen 13, SE-434 37 Kungsbacka, Sweden. Corporate identity number 556354-3452.
Tel: +46 31 721 80 00. Fax: +46 31 721 80 90. E-mail: info@vitrolife.com. Homepage: www.vitrolife.com.

This is a translation of the Swedish version of the press release. When in doubt, the Swedish wording prevails.