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DIGNITANA TEAMS UP WITH FORMER QUARTERBACK PEYTON MANNING AND THE CANCER BEAT TO HELP WOMEN WITH BREAST CANCER REDUCE HAIR LOSS RELATED TO CHEMOTHERAPY

Lund, Sweden—September 30, 2016—[Dignitana](#) AB, a world leader in medical scalp-cooling technology, announced today their sponsorship of two U.S. charity organizations that have raised a combined total of over \$900,000 to support the fight against breast cancer, including funding to ensure that women of all income levels have access to the [DigniCap®](#) system, the first and only scalp cooling medical device to complete rigorous clinical trials in America and receive FDA clearance.

Achieving strong consistent growth in the U.S. since the FDA Clearance in December 2015, the DigniCap® scalp cooling system is now available in 16 states.

In Connecticut, Dignitana supported **The Cancer Couch Foundation** to host [The Cancer Beat Charity Concert](#) on Saturday, September 10, 2016 featuring **The English Beat**. Hosted by **Scot Haney from WFSB Channel 3**, a live auction featured signed guitars from **Bruce Springsteen** and **The Eagles**. The **Dana-Farber Cancer Institute** committed to match every dollar received and **Memorial Sloan Kettering Cancer Center** pledged to match up to \$50,000 of donations to their institution, garnering a total of over \$500,000 towards cancer efforts and initiatives. DigniCap® is available at two medical centers in Connecticut: [Stamford Health Bennett Cancer Center](#) and [The C. Anthony and Jean Whittingham Cancer Center at Norwalk Hospital](#).

Demonstrating that breast cancer isn't just an issue for women to tackle, former **Denver Broncos Quarterback Peyton Manning** partnered with the University of Colorado Hospital to host this year's "[Men for the Cure](#)" fundraiser in Aurora, Colorado on Thursday, September 15, 2016 at Wings Over the Rockies Air & Space Museum. This year's gentlemen-only fundraiser raised \$400,000 in the fight against breast cancer. Donations will be used to help fund DigniCap® treatments for area breast cancer patients and to support breast cancer research focused on identifying genetic drivers of the disease. In Colorado, DigniCap® is available at two medical centers: [University of Colorado Health Diane O'Connor Thompson Breast Center Anschutz in Aurora](#) and [University of Colorado Health Lone Tree Breast Center](#).

"We are proud to help sponsor organizations that are both dedicated to improving quality of life for women and men with breast cancer and bringing us closer to a cure through targeted medical research," said **Jan Richardsson, Chief Executive Officer of Dignitana**. "We will continue to work creatively with our medical center partners in the U.S. to help make the best in cancer care available to all who suffer from this disease."

The DigniCap® scalp cooling system features a patented tight-fitting silicone cooling cap that is placed directly on the head, and an outer neoprene cap that insulates and secures the silicone cap. The cooling cap is connected to a cooling and control unit with touch screen prompts. A liquid coolant circulates throughout the silicone cap, delivering consistent and controlled cooling to all areas of the scalp. The cap is fitted to the head, and the temperature of the scalp is lowered, resulting in vasoconstriction with reduced delivery of chemotherapy to the scalp, as well as reduced cellular uptake of drugs due to decreased intra follicular metabolic rate. These factors together reduce the risk of chemotherapy-induced hair loss.

About Dignitana AB

Dignitana AB (publ) is a Swedish public medical device company and a world leader in technologies within the area of medical cooling. To date, the DigniCap® system has announced unit installations at 32 medical centers across the U.S. Dignitana AB is listed on the OMX NASDAQ First North stock exchange in Stockholm and has appointed Erik Penser Bank as Certified Advisor. For more information about Dignitana and the scalp cooling system DigniCap®, please visit <http://www.dignitana.com>.

