



Innovative Cell and Tissue Technology

Press release
July 2, 2007
Kungsbacka, Sweden

Vitrolife launches a new series of products within fertility treatment

Vitrolife is launching the G5 Series™, a ground-breaking series of solutions for in-vitro fertilization. The first presentation is to be made at the European reproduction congress, ESHRE, that this year is being held in Lyon in France from July 1-4. Several years' research and development work into embryos' need for nutrition and protection during assisted reproduction now culminates in the introduction of the G5 Series™.

The G5 Series™ is based on previous versions of solutions that have been used in more than 80 countries with very good treatment results. The new products are the first and only system to have active protection against free oxygen radicals through the antioxidant lipoate.

Research has shown that free oxygen radicals can cause so-called oxidative stress, a process that damages cells and organs. Free oxygen radicals are caused amongst other things by air and light but are also formed naturally in the body. Oxidative stress is very negative for the development of the embryo and can affect the outcome of the treatment. The G5 Series™ counteracts oxidative stress through the antioxidant lipoate neutralizing free oxygen radicals.

Both preclinical and clinical studies show that the G5 Series™ gives significantly better embryo development.

"I am very impressed by the data that have been shown" says Nils Sellbom, Vice President Marketing and Sales at Vitrolife. "The new G5 Series™ enables us to offer more clinics a system that gives better results. The new products mean that the embryo has its nutritional needs satisfied and at the same time it receives active protection against the stress involved in in-vitro fertilization."

Historically Vitrolife has found its customers among the more advanced clinics around the world, but the new G5 Series™ is also particularly suitable for clinics at a somewhat lower technical level. "We now have access to products that are also adapted to this commercially important part of the market" says Nils Sellbom.

The scientific principles surrounding the G5 Series™ are the subject of a patent application.

July 2, 2007
Kungsbacka, Sweden

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 125 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.