

Press release  
April 1, 2009  
Göteborg, Sweden

## New sales opportunities for Vitrolife in China

**Vitrolife is establishing a sales office in Beijing, China, in line with the strategy of operating under its own management in key markets. The Chinese market for In Vitro Fertilization is the third largest in the world in terms of the number of treatments, and is rapidly growing.**

"Vitrolife is the market leader in the IVF media business in China. During the last few years we have more than doubled the turnover and are continuously growing. In order to strengthen our position as the dominant actor in the market in the country, it is logical to set up the company's own sales office in China. "With the local presence in the market, we will improve our relations with customers and regulatory authorities as well as improve logistics for the end customers, and in a larger context setting up in China will mean a great deal for increasing Vitrolife's opportunities for more rapid development in all of Asia", says Vitrolife's VP Marketing & Sales Nils Sellbom.

The Chinese sales office will be headed by Dr. Joe Zhengzhu Jin, who has played a large part at Vitrolife in building up the company's already strong position in the Chinese market.

"I see the establishment of the sales office as an important step in continuing to develop our market development in China, as it gives us better opportunities to give technical support and service direct to our customers and partners there," says Dr. Jin.

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Magnus Nilsson  
CEO

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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), cryopreservation products and advanced consumable instruments such as needles and pipettes, for the treatment of human infertility. The Transplantation product area works with solutions and systems to evaluate and maintain organs outside the body in order to select usable organs and keeping them in optimal condition 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 150 employees and its products are sold in more than 80 markets. The company is headquartered in Gothenburg, Sweden, and there are subsidiaries in USA, Australia, France and Italy. Production facilities are located in Sweden and the USA.

The Vitrolife share is listed on NASDAQ OMX Stockholm, Small Cap.

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