

Press Release  
March 16, 2010  
Gothenburg

## **Vitrolife nominated for Stora Exportpriset 2010**

**During the year Vitrolife has expanded its business, above all in Asia, through the establishment of new companies, but has also grown rapidly in already existing markets outside the domestic market, such as the Middle East and Europe.**

"It is truly pleasing and stimulating for all of us at Vitrolife to have our efforts to achieve global market coverage within our niche recognized in this way", says Magnus Nilsson, CEO.

Stora Exportpriset (the Swedish National Export Prize) is awarded by the Swedish Trade Council to a Swedish company that has displayed strong development in its exports in recent years, with successes in several markets. His Majesty the King of Sweden will hand over the prize when the winner is presented at Stockholm City Hall on April 19.

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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 170 employees and its products are sold in more than 85 markets. The company is headquartered in Gothenburg, Sweden, and there are subsidiaries in USA, Australia, France, Italy, United Kingdom and Japan. 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.