

Press Release
March 30, 2010
Gothenburg

Vitrolife signs a licensing agreement regarding a patent and know-how for media intended for the cultivation of pluripotent stem cells

Through the signing of the licensing agreement, Vitrolife secures exclusive worldwide rights to develop, manufacture and sell culture media for pluripotent stem cells. The contract was signed with Finn-Medi Research Ltd, the contractual partner of the Regea Institute for Regenerative Medicine, where development has been carried out. Regea is an independent institute at the University of Tampere, Finland.

"The stem cell area is experiencing strong growth, not least since President Obama lifted the restrictions on federal funding for research on new stem cell lines", says Anna Mårtensson, Head of the Stem Cell business area at Vitrolife. The estimated value of the total media market for stem cells amounted to approximately USD 250 million during 2008, about twice the global IVF media market and with an annual growth rate of 12 percent. Vitrolife's area of focus comprises the clinical part of the total market.

The product will be the first GMP-produced and clinically graded medium for derivation and culture of human embryonal stem cells (hESC) and induced pluripotent stem cells (iPS cells), which will mean that specialized labs which develop stem cell therapies will be able to get an end product approved for clinical use more easily.

March 30, 2010
Gothenburg

Magnus Nilsson
CEO

Queries should be addressed to:

Magnus Nilsson, CEO; phone +46 31 721 80 61
Eva Nilsagård, CFO, phone +46 31 721 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), 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.

Vitrolife AB (publ), Box 9080, SE-400 92 Göteborg, Sweden. Corporate identity number 556354-3452.
Tel: +46 31 721 80 00. Fax: +46 31 721 80 90. E-mail: info@vitrolife.com. Website: www.vitrolife.com.

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