

NEWS RELEASE

BIOLIFE ANNOUNCES CONSUMER LAUNCH OF WOUNDSEAL, A TOPICAL POWDER THAT STOPS BLEEDING IN SECONDS

*Ideal for people on blood thinning medications or with thin skin,
product is now available at Walgreens*

SARASOTA, Fla. – December 8, 2010 – After providing a clinically proven solution for stopping bleeding from wounds within the workplace and procedures in the hospital, Sam Shake, president of Biolife, announced today the consumer launch of WoundSeal, a topical powder that stops bleeding in seconds.

Effective today, as part of a local rollout, consumers can purchase the product at one of 50 Walgreens stores in Manatee, Sarasota and Charlotte counties. “We’re excited to have Walgreens be our partner to bring our breakthrough product to consumers in Southwest Florida,” states Shake.

Ideal for seniors and people on blood thinning medications, WoundSeal doesn’t rely on the normal clotting factors to stop a bleeding cut, laceration or skin tear. Prior to WoundSeal, a bleeding wound might take hours or even days to stop and involves replacing blood-soiled bandages and gauze every few hours.

“Every time you change the bandages on a wound, you can make the situation worse, creating a re-bleed or further tearing the skin,” states Shake. “With WoundSeal, the hours or days of bleeding can be reduced to seconds.”

Poured directly onto the bleeding wound, the topical powder forms an instant seal (or scab) over the wound. The seal is safe to leave in place until it falls off naturally.

Shake notes there is added significance to the consumer launch as research data has shown that some people on blood thinners stop taking their medications because of nuisance bleeding. A study published in Dec. 2008 in the American Journal of Cardiology reported that approximately “32.4 percent of the patients undergoing a successful stent implantation

reported bleeding events". Of these events, more than 85 percent of patients reported nuisance bleeds." Among this subset of patients, "70 percent experienced bleeding on a daily basis," and "11 percent of patients discontinued clopidogrel."

"For people who have struggled with nuisance bleeding because of their medications, WoundSeal will stop the bleeding and gave them the peace of mind and confidence to live the lives they want to lead."

WoundSeal is a non-prescription, non-allergenic topical powder comprised of a hydrophilic polymer and potassium ferrate. Upon contact with blood, the WoundSeal powder forms an instant seal that stops the bleeding, seals the wound, and allows the body's own mechanism to begin healing. The hydrophilic powder quickly pulls moisture from the blood and the potassium ferrate binds with proteins in the blood to quickly form the seal. The product has passed all FDA required safety tests.

In addition to stopping bleeding, the topical powder helps prevent infection by creating a low pH barrier over and around the wound surface. In most cases after the bleeding is stopped, gauze, dressings and other anti-bacterial ointments are not necessary; hence making wound care quick, safe and efficient in the home or on the go.

"Once we applied WoundSeal to my father's injuries, the bleeding stopped almost immediately," states Sharon Gephardt of Anna Maria. "He didn't have to wear bandages anymore, he could go to the pool after it dried, and I didn't have to worry about my mom redressing his wounds every day. WoundSeal is so much better than what he tried before and the wound healed very fast."

In support of the rollout, Biolife has implemented a national Direct Response television campaign to air on cable networks, print ads, a pharmacy bag program, an in-store merchandising program and a Patient Education program for local physicians and Coumadin clinics.

"Our goal is to reach everyone on blood thinners or with thin skin. By helping them control nuisance bleeding quickly, they can "live life" without fear or inconvenience of prolonged bleeding," states Andrew McFall, Biolife's vice president of Marketing. "We're pleased to partner with Walgreens in our local market and look forward to making this available nationally in the coming year."

About Biolife, LLC

Biolife, L.L.C. is a privately-owned company that manufactures and distributes a patented topical powder that stops bleeding and forms a seal over an external bleeding wound or an access site. Founded in 1999 and headquartered in Sarasota, Florida, Biolife's powder products are sold to leading hospitals, occupational workplaces, professional sports teams, and consumers across the country. The company's mission is to develop and market products that improve the consumer's quality of life. For more detailed information on Biolife, LLC please call toll free 1-800-722-7559 or visit www.woundseal.com or www.biolife.com.