



FOR IMMEDIATE RELEASE
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“CerviLenz Inc. Announces Addition of Senior Level Financial and Operational Expertise”

CLEVELAND, OH – June 28, 2010

CerviLenz Inc. today announced the addition of an executive to its senior management team. Federica O’Brien joins the company in the new position of Chief Financial Officer/Chief Operating Officer.

CerviLenz Inc. recently introduced its innovative medical device to the obstetrics marketplace with great success. The first and only device of its kind, CerviLenz® is a simple and cost effective tool that measures vaginal cervical length objectively to help clinicians identify pregnant women at risk of preterm birth.

“In this period of rapid growth, Freddi’s life sciences and diverse background will be tremendously beneficial,” noted Dean Koch, President and CEO of CerviLenz Inc “Freddi brings leadership in operations, finance, business development and public and private fundraising which will significantly strengthen and complement the expertise of our executive team.”

Ms. O’Brien has 30 years of financial experience including 10 years in life sciences. Prior to CerviLenz, she served as a Director of Life Sciences for RSM McGladrey; as Vice President of Finance and Chief Financial Officer at Cardiokine, Inc., a Phase III biotechnology company focused on the development of therapies to address unmet needs in patients with cardiovascular conditions, during which time \$75 million was raised in venture funding and a collaboration agreement was closed with Biogen Idec; and was a senior financial executive at Barrier Therapeutics (NASDAQ: BTRX), a late stage biotech company focused on development and commercialization of products in the field of dermatology that went public during her tenure. Earlier, Ms. O’Brien was Vice President and Chief Financial Officer of Infonautics, Inc (NASDAQ: INFO), a technology based online service company.

Ms. O’Brien is a Certified Public Accountant, practicing for almost 15 years, at Coopers and Lybrand and other national accounting firms, working primarily with life sciences and technology companies.

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About CerviLenz Inc.

CerviLenz Inc. is the manufacturer and distributor of CerviLenz®, a low cost, single use, FDA cleared medical device that measures vaginal cervical length during pregnancy. Dedicated to making a difference in the world of prematurity, CerviLenz Inc. donates a portion of revenue to charitable organizations that advance maternal and fetal health worldwide. The company headquarters is in the beautiful village of Chagrin Falls – a suburb of Cleveland, Ohio. For more information, please visit cervilenz.com or contact Melanie Sweeney, Director of Marketing (440.337.4253 or melanie@cervilenz.com).