



FOR IMMEDIATE RELEASE

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“NEW TOOL FOR PRETERM LABOR TRIAGE TO BE INTRODUCED AT ACOG ANNUAL CLINICAL MEETING”

SAN FRANCISCO, CA, May 15, 2010:

CerviLenz Inc. announces the availability of its innovative device, CerviLenz® – a new tool for preterm labor triage. CerviLenz measures vaginal cervical length objectively, the first and only device of its kind.

CerviLenz helps obstetricians, nurse-midwives, and L&D nurses assess and monitor women with signs or symptoms of preterm labor. Any health care professional trained to use a speculum can use CerviLenz. With accurate and immediate results, clinicians can make confident decisions faster. Using CerviLenz in the standard workup helps hospitals reduce costs and increase efficiency while improving patient care.

Hospital Labor & Delivery Units are often overwhelmed with cases of suspected preterm labor. A quantifiable and reliable measurement of vaginal cervical length allows quick assessment of whether delivery is imminent and what level of care is necessary.

Dr. Michael Ross, Medical Director of CerviLenz Inc. and a Board Certified Maternal-Fetal Medicine specialist explained that “Evaluating cervical length and any cervical change over time is well-established as critical in determining preterm birth risk. A CerviLenz measurement adds significant clinical value to preterm labor triage. Until now, clinicians in Labor & Delivery have only been able to estimate vaginal cervical length subjectively with a digital exam. CerviLenz gives clinicians an objective evaluation right away. Moreover, using CerviLenz in the standard triage workup for symptomatic patients speeds decision-making. Helping clinicians determine which patients require admission and guiding more selective use of resources such as transvaginal ultrasound or the fetal fibronectin test, CerviLenz helps provide efficient, cost-effective, high quality care.”

Dean Koch, President and CEO of CerviLenz Inc. said, “We are thrilled to bring CerviLenz to market to support clinicians with new, clinically relevant, objective information. To help hospitals put CerviLenz into practice quickly and easily, CerviLenz Inc. will provide a comprehensive yet simple training program. From high-risk centers to community hospitals, we are confident that CerviLenz will positively impact care for pregnant women in the stressful situation of suspected preterm labor.”

CerviLenz Inc. is the manufacturer and distributor of CerviLenz®. CerviLenz Inc. is dedicated to making a difference in the world of prematurity and donates a portion of revenue to charitable organizations advancing maternal and fetal health worldwide.

To learn more about CerviLenz, visit booth 1637 at the American College of Obstetricians and Gynecologists Annual Clinical Meeting May 17-19, 2010 in San Francisco, or contact Jesse Klein, at the Pregnancy Research Center at 215-779-8927 or via email jklein@pregnancyresearchcenter.com.

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About CerviLenz Inc.

CerviLenz Inc. is a Cleveland, OH manufacturer and distributor of a patented, single use, disposable, FDA-cleared medical device for measuring vaginal cervical length during pregnancy. For more information, please visit www.cervilenz.com. For product inquiries call Melanie Sweeney, Director of Marketing, at 440-337-4253.

About Pregnancy Research Center

Located in Philadelphia, PA Pregnancy Research Center is a specialty research organization focused on pregnancy, fertility and neonatal health.