

CerviLenz Inc. to Present at OneMedForum SF 2012

CLEVELAND, OH – January 10, 2012

CerviLenz Inc. has been selected to present at OneMedForum SF 2012. Dean Koch, President and CEO of CerviLenz Inc., will be presenting the company's background, progress and future plans on Tuesday, January 10th at 2:50 pm at the Sir Francis Drake Hotel in San Francisco, California. OneMedForum is a prestigious conference for emerging healthcare companies.

The CerviLenz® device is an innovative medical device that measures vaginal cervical length to help identify pregnant women at high risk for preterm birth. With immediate results, the CerviLenz device gives health care providers a reliable cervical length measurement in any healthcare setting to influence patient management and treatment.

Hundreds of studies have demonstrated a strong relationship between a prematurely short cervix and the risk of preterm birth: the shorter the cervix, the higher the risk. Convincing evidence was also published recently showing that vaginal progesterone treatment for women with a short cervix mid-pregnancy cuts the risk of preterm birth nearly in half and also improves neonatal outcomes. Existing technology cannot meet this rapidly growing need for multiple cervical length measurements for all pregnant women to ensure high risk patients receive treatment. CerviLenz is here to help.

"We are proud to be presenting at OneMedForum and look forward to sharing our corporate story with others in the healthcare venture industry," said Mr. Koch. "As we continue to introduce the CerviLenz device to the obstetrics community, the response is overwhelmingly positive. And, we're now at an exciting turning point, ready for commercial launch into a global market."

Preterm birth is a worldwide public health epidemic and the leading cause of infant death. Nearly 13 million babies are born prematurely every year. In the United States, preterm birth affects 12% of pregnancies and its annual economic toll is \$26.2 billion in health care and related costs.

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About CerviLenz Inc.

CerviLenz Inc. manufactures and markets the CerviLenz® device— an innovative medical device that measures vaginal cervical length to help identify and manage pregnant women at high risk for preterm birth. 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 globally. Founded in 2008, the company headquarters is in Chagrin Falls, a suburb of Cleveland, Ohio. The CerviLenz device is cleared for sale in the U.S. and has its CE Mark and ISO 13485 Certification. For more information, visit www.cervilenz.com or contact Melanie Sweeney, Vice President of Marketing (440.337.4253 or melanie@cervilenz.com).

About OneMedForum SF 2012

The 5th Annual OneMedForum San Francisco 2012 will be held at The Sir Frances Drake Hotel on January 9-12th, 2012. It builds on the success and recognition of four previous San Francisco Forums and two recently launched in New York City. Held during the largest gathering of healthcare financiers and executives, the conference has grown in size and stature and is now a central meeting point for those involved in building the future of health and medicine. The OneMedForum SF 2012 provides an efficient means to meet the management of the firms shaping the future of the rapidly changing healthcare landscape. High-quality company presentations, panels and workshops promise to deliver strategic insights and practical benefits. It is an ideal opportunity for CEO's, investors, and corporate development executives to broaden their exposure and build relationships in an environment designed for networking between companies, strategic