

FOR IMMEDIATE RELEASE

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Hydrofera and Hollister Wound Care Announce Exclusive Distribution Agreement for Hydrofera Blue Wound Care Dressings in North America

LIBERTYVILLE, IL (March 1, 2011) - HOLLISTER, Incorporated and Hydrofera, LLC announced the signing of an exclusive distribution agreement for Hydrofera Blue Advanced Wound Care products in North America. As part of the agreement, Hollister Wound Care, LLC, has exclusive rights to market, sell and distribute the Hydrofera Blue Dressings in North America beginning March 1, 2011.

During the Month of March, to help with the transition, Healthpoint will also continue to take orders and ship product in North America. However, beginning April 1st, all orders and shipments must go through Hollister.

“This exciting venture is another enhancement to our growing line of advanced wound care products that provide both clinical and economical value to our customers,” said JR Locey, General Manager, Hollister Wound Care. “While many customers have already benefited from using the product we are eager to increase the awareness of this innovative technology.”

Wound healing is a dynamic process. Healthcare providers are increasingly challenged with managing complex wounds at risk for infection. Additionally, the emergence of resistant bacteria not only increases patient’s risk of infection, but increases the facility’s cost for treating those patients. Since 2008, hospitals are no longer reimbursed for costs associated with treating many infections that are acquired within their facilities. As such, there is a much greater focus on preventive treatments. This technology allows the clinician to intervene sooner, helping to prevent infection from occurring.

Hydrofera Blue Dressings are bacteriostatic dressings that are proven effective in inhibiting the growth of microorganisms commonly found in wounds, including MRSA and VRE. These dressings are produced through a patented process combining PVA foam with two organic pigments, Methylene Blue and Gentian Violet. The unique construction provides a matrix that allows the dressing to absorb wound exudate and provide broad spectrum bacteriostatic protection. Hydrofera Blue Dressings are a powerful addition to Hollister Wound Care’s extensive wound care offering.

“We are thrilled that Hydrofera, LLC is joining forces with such an established medical device company as Hollister”, stated Tom Drury, COO and Founding Partner for Hydrofera, LLC. “The proven performance of Hydrofera Blue Dressings provides an excellent addition to Hollister Wound Care’s product portfolio. In addition, the relationship also provides Hydrofera with an opportunity to expand the use of its technology into the ostomy and incontinence markets.”

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About Hydrofera, LLC:

Hydrofera, LLC was founded in 1996 as a technology company focused on refining the development of PVA foam for use in various surgical specialty markets. By placing its emphasis on research and development, Hydrofera has created a technologically advanced PVA product. For more information go to www.hydrofera.com or 860-456-0677.

About Hollister Wound Care:

Hollister Wound Care LLC is a joint venture between Hollister Incorporated, a 90-year-old, trusted brand name manufacturer of quality ostomy products, and Laboratories Urgo, a leading European wound care company since 1880, based in Dijon, France. Hollister Wound Care carries on the tradition of its parent companies and has earned the respect of physicians, nurses and other health care professionals around the world. For more information go to www.hollisterwoundcare.com or 888-740-8999.

Hydrofera Blue is a registered trademark of Hydrofera, LLC.