

ROME, 15th July 2010

PRESS RELEASE

CRYO-SAVE AND PREVIMEDICAL AGREEMENT

Today the cryo-conservation of stem cells for family and autologous use is one of the healthcare services provided to Previmedical Plan Members.

Cryo-Save Italia S.r.l., part of the Cryo-Save Group, leader in Europe for the family and autologous conservation of cordonal stem cells, and Previmedical S.p.a., leader in providing administration and liquidation services in the additional healthcare industry, have signed an agreement according to which all Plan Members belonging to Funds and Previmedical's Healthcare Funds, as well as all Previmedical Card holders, can benefit from the cryo-conservation service at concessional fees.

In particular, the family and autologous cryo-conservation of cordonal stem cells service will be offered – through the out-of-network Card access - at concessional and discounted fees compared to ordinary price lists, and charged to the Plan Member.

Furthermore, in-network Plan Members can benefit from this service in case their Healthcare Plan covers cryo-conservation.

To access to the new service, the Plan Member will have to pre-emptively contact the Operations Centre (Toll free number: 800.955.996), which will issue the relative authorization.

Cryo-Save has set up a second level consultancy service – dialling the toll free number 800.438.270 (from Italy only)– and a Personal Assistant - dialling 06.411.2247 – that will take care of Previmedical's Plan Members regarding the conservation procedure during pre- and post-natal stages.

Moreover, Cryo-Save, reserves the following particular conditions for Previmedical Card holders:

- Service extension to Plan Members who have up to a third degree of kinship with the soon-to-be-born baby (aunts and uncles).
- In case of non conservable samples, the relative enrolment fee cost will be refunded.

Previmedical S.p.A.

Via Ferretto, 1
31021 Mogliano Veneto (Tv) Italy
Phone +39 041 59 07 168 - +39 041 59 07 192

Francesca Renda francesca.renda@previnet.it

Cryo-Save Italia S.r.l.

Via Giulio Vincenzo Bona, 133
00156 Roma (Italy)
Phone. +39 06 41 12 247 - Fax. +39 06 41 22 97 02

Renzo Gentile renzo.gentile@cryo-save.com

Previmedical[®] S.p.A. - Via Ferretto, 1 - 31021 Mogliano Veneto (Tv) Italy
Phone +39 041 5907168 - +39 041 5907192 - +39 041 5907109 • fax +39 041 5907025
TV business register enrolment number Tax code/VAT number: 04258490269 Share capital € 4.000.000 i.v.

INFORMATION AND ASSISTANCE COMPANY FOR ITALY: CRYO-SAVE ITALIA SRL
Via Giulio Vincenzo Bona, 133 - 00156 Roma
Phone.+39 06 41 12 247 - Fax. +39 06 41 22 97 02
Toll free number 800 438 270
E-mail: it@cryo-save.com Web: www.cryo-save.com/it/