



75 Fifth Street, N.W.
Suite 100, Atlanta, GA. 30308

News Release

FOR MORE INFORMATION:

Jan McClure at 770-559-1016 or Rafael Andino at 404-920-0711
janm@mccluremedia.com or Rafael.andino@biofisica.com

ATLANTA-BASED BIOFISICA™ NAMES GLEN BRADLEY TO ITS BOARD

ATLANTA—Nov. 30, 2006 – Biofisica Inc., an Atlanta, Georgia-based high tech wound care company, announced today that Glen Bradley, Ph.D., has joined its board of directors. Bradley, highly respected in the medical device and biotech industries, served from 1990 until his retirement in 2003 as CEO of CIBA Vision, a global leader in the research, development and manufacturing of contact lenses and lens care products. CIBA Vision is the eye care unit of Novartis AG, one of the largest healthcare companies in the world.

In addition to serving on Biofisica’s board, Bradley currently serves on the boards of several other diverse biomaterials and medical device companies. He also consults with third parties in various ophthalmic segments.

“We are fortunate to have one of the brightest minds in the biotech space to join our board,” said Rafael Andino, president and CEO of Biofisica. “Glen has the extensive business experience and insight that will provide invaluable counsel as we launch POSIFECT® RD, our flagship wound care product, and as we continue to build our product pipeline.” POSIFECT RD (RD refers to the dressing’s round shape) is the first fully disposable device that combines two technologies –moist wound-care dressing and electrical stimulation – in a disposable, easy to use, sterile dressing that facilitates the normal healing process.

Last month, Biofisica announced its plans to launch POSIFECT in the United Kingdom, after having received clearance to market its product throughout Europe from the British Standards Institute. The company also announced that it has raised \$5 million in Series A Financing to be used in the product launch, initial regulatory filings in the U.S. and to expand its management team and operations.

“I look forward to working with Rafael and Biofisica to help move their ground breaking wound care technology forward so that millions of people who suffer from chronic wounds can potentially be helped,” said Bradley.

About Biofisica

Biofisica Inc., (www.biofisica.com) is a high tech wound care company that was founded in Atlanta, Georgia (USA) in 2000 to develop new solutions within the tissue engineering market to specifically address chronic wound healing. The company also has offices in the United Kingdom.

Biofisica was named as one of Georgia's top 40 technology companies in 2006 by the Technology Association of Georgia.

Biofisica is uniquely positioned to provide chronic wound solutions to the wound care market – a global market that is estimated in excess of \$12 billion. In addition to launching POSiFECT® RD Bio-Electric Stimulation Therapy in the UK this year, and to other EU countries/regions in subsequent periods, Biofisica will be working with the U.S. FDA to receive proper clearance to market its products in the United States. Currently POSiFECT is not approved for marketing or sale in the U.S.