



BIOFISICA SIGNS UK DISTRIBUTION AGREEMENT

Biofisica the leading manufacturer of bio-current therapy wound healing technology has appointed Sumed International UK Ltd (Sumed) as the exclusive distributor of Biofisica's POSiFECT® bio-electric stimulation therapy product range, to the United Kingdom and Ireland markets.

Sumed is headquartered in new premises in Hadfield, Derbyshire and is a privately held leading manufacturer and distributor of a wide range of medical products for the maintenance of healthy skin.

The deal with Biofisica will enable Sumed to enter the wound healing market and the announcement will see Sumed assume responsibility for sales, marketing and distribution of POSiFECT® across the UK and Ireland.

Biofisica, based in Odiham, Hampshire developed the POSiFECT® wound dressing that produces small bio-electric currents around the site of a wound to mimic naturally occurring bio-currents. These currents can help wounds to heal and enable clinicians to treat non healing wounds.

Non healing wounds are extremely commonplace and hundreds of thousands of people suffer from leg, foot and pressure ulcers which are categorised as non-healing. Failure to treat these can lead to further medical complications and in severe cases, even result in limb amputation.

POSiFECT® delivers a breakthrough in treatment for thousands of sufferers enabling their quality of life to be returned. Against an ageing population showing increasing cases of diabetes and vascular heart disease, this breakthrough provides alleviation for long term sufferers. It is estimated that the management of non-healing wounds consumes around 4% of the NHS's annual budget every year.

Rafael Andino, President and CEO of Biofisica stated "The strength of Sumed's team and reputation will allow us to expand significantly our penetration into the UK market and ensure that this ground breaking technology is available to patients via the public healthcare system."

Sumed has grown rapidly since its re-structure in January 2006 and is focused on the healing and maintenance of healthy skin, until now, its product portfolio has concentrated primarily on the prevention of pressure ulcers. POSiFECT® offers the opportunity for Sumed to be involved in the treatment of all chronic wounds and complements the existing product portfolio.

Graham Collyer, Executive Chairman of Sumed said "Sumed has ambitious plans for growth and we are really excited at the opportunity presented by the POSiFECT® range in achieving our aims. We have explored a number of opportunities in the advanced wound management market and POSiFECT® is clearly set to lead this important new therapy area."