



ConvaTec

PRESS RELEASE

Contacts

Punnie Donohue
ConvaTec
908-904-2151
punnie.donohue@convatec.com

Liz True
Weber Shandwick
212-445-8481
etrue@webershandwick.com

VITALA™ CONTINENCE CONTROL DEVICE RECEIVES MEDICAL DESIGN EXCELLENCE AWARD

SKILLMAN, NJ (April 19, 2010) — ConvaTec, a world-leading developer and marketer of innovative medical technologies for community and hospital care, announced today that the Vitala™ Continenence Control Device (CCD) has received a 2010 Medical Design Excellence Award.

Vitala™ CCD is an exceptionally innovative, non-intrusive device that provides temporary continence to individuals with an end colostomy. This unique technology, developed and patented by ConvaTec, allows individuals to manage their colostomy without a pouch, belt or irrigation. Indicated for use up to 8 hours, Vitala™ CCD is a single-use, disposable disc which is worn together with the ConvaTec Natura® skin barrier (1-3/4" or 2-1/4").

This innovative pouchless ostomy device functions by sealing against the stoma to prevent release of stool while permitting gasses to vent through an integrated, deodorizing filter. When in use, stool is stored inside the body, negating the need to wear an ostomy pouch. The unique design of Vitala™ CCD not only eliminates the need for a pouch for an extended period of time each day, it also minimizes the noise and odors that sometimes accompany pouch use. The device's discreet low profile also helps make the presence of an ostomy less noticeable.

Currently available in select European markets, the Vitala™ Continenence Control Device recently received 510(k) clearance from the U.S. Food and Drug Administration and will be previewed to U.S. and global healthcare professionals at the upcoming WOCN/WCET Joint Meeting in Phoenix, AZ from June 12-16, 2010.

The Medical Design Excellence awards competition (www.MDEAwards.com) presented by Canon Communications LLC and sponsored by *Medical Device & Diagnostics Industry* magazine, is the only awards program that exclusively recognizes contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so that the product meets its clinical objectives.

A comprehensive review of the entries was performed by an impartial, multi-disciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

"ConvaTec continues to lead through innovation, following the successful introductions of products such as our advanced wound dressings featuring Hydrofiber® Technology and ConvaTec Moldable Technology™," said Nino Pionati, President of ConvaTec Ostomy Care. "We are honored to be recognized by the MDEA judges for the design of Vitala™ CCD, which we believe will provide a new benchmark in ostomy management for individuals with a colostomy – giving them regained control, more confidence and greater freedom."

The 2010 Medical Design Excellence Award winners will be honored at a presentation ceremony on Wednesday, June 9, 2010 in New York City's Jacob K. Javits Convention

Center, in conjunction with the Medical Design & Manufacturing (MD&M) East Conference and Exposition (www.MDMEast.com), June 8-10, 2010. Gold and silver award recipients will be announced at this time.

For more information about the Vitala™ Contenance Control Device, please contact the ConvaTec customer information center at 1-800-422-8811.

About ConvaTec

ConvaTec is a leading developer and marketer of innovative medical technologies that have helped improve the lives of millions of people worldwide. With four key business divisions – Ostomy Care, Wound Therapeutics, Contenance and Critical Care, and Infusion Devices – ConvaTec products support health care professionals from the hospital to the community health setting. From its headquarters in Skillman, New Jersey, the company oversees more than 8,000 employees in over 90 countries serving consumers and their health care professionals on six continents. For more information, please visit www.convatec.com.

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