DRAFT PRESS RELEASE

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Advancis Medical triumphs at East Midlands Innovation Awards

Innovation Day 2010, Thursday 15th April, Pride Park Stadium, Derby

Advancis Medical has walked away with the **Innovation** award in this year's Medilink East Midlands Innovation Competition. Mark Allatt collected the prize on behalf of the company based in Kirkby-in-Ashfield, Nottinghamshire, at the Innovation Day awards' evening that was held at Pride Park Stadium in Derby, last night.

Mark Allatt, Sales and Marketing Director Advancis Medical said "The new products have had a fantastic reception in the market and demonstrates that close collaboration with our customers is the way ahead. With a number of exciting projects underway, I am very excited about the next few years for Advancis Medical".

Advancis Medical focuses on designing innovative and advanced wound care products, offering clinicians and wound care specialists the opportunity to heal patient's wounds efficiently and effectively whilst providing the health services with cost effective wound care solutions. When tissue viability professionals called for a super absorbent dressing to cover the whole leg, Advancis came up with the Eclypse Boot, the first product of its kind.

Helen Johnstone for sponsor Potter Clarkson LLP (patent and trade mark attorneys) said: “Advancis Medical have implemented their ideas across a range of products and we have good reason to expect further product extensions of this technology. Ideas, products and commercialisation equal innovation in action”.

Six companies won awards in five categories in this year’s competition, further evidence of the East Midlands’ impact and influence in the healthcare and bioscience business sector. The creativity and innovation shown by these companies has created jobs, profits and business growth which should contribute to the region’s continued climb out of recession.

Speaking after the awards were announced, Chief Executive of Medilink East Midlands Dr Darren Clark said: “Our winning companies have undertaken years of research and development, investment in product trials and team building to get to this point. They have used support and advice available, made the most of what the region has to offer and should be an encouragement to everyone in the healthcare and bioscience arena.”

The five awards’ categories each had individual sponsors; these were Healthcare and Bioscience iNet, NHS Innovation East Midlands, UK Trade and Investment, Potter Clarkson LLP and The Design Unit, De Montfort University.

This year’s winners are automatically entered into the Medilink UK national awards which will take place in early 2011.

Innovation Day is a major contributor to the annual iFestival designed to promote and celebrate the importance of innovation in the public and private sectors. Co-ordinated by East Midlands Development Agency (*emda*) and East Midlands Innovation (the Regional Science and Industry Council), the Festival will run to 23 April with hundreds of events across the region.

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Innovation Day Awards' Finalists details can be found at: www.medilinkem.com

Medilink EM was established by *emda* in 2000 and formed a limited by Guarantee Company in February 2004. Medilink EM is the networking organisation for the healthcare and bioscience sector in the East Midlands, encompassing medical technologies, pharmaceuticals and biotechnology. Membership benefits include specific healthcare support in marketing, regulatory affairs, clinical evaluation and procurement, access to training and networking events, international conference and exhibition support, and use of sophisticated research tools.

Medilink EM's diverse membership base includes large healthcare companies such as 3M Health Care in Loughborough, medium size companies including Pennine Healthcare in Derby and smaller companies like Hospital Aids in Northampton. Membership is also drawn from the region's broader healthcare community including service companies, the universities, and the NHS.

MedilinkEM is also part of a national network of similar organisations, Medilink UK, which is driving national healthcare strategy through its links with central government.

Medilink East Midlands is part funded by the East Midlands Development Agency (emda).
For information about the iFestival and support available for innovation in the East Midlands, visit www.eminnovation.org.uk