

Contact: Robert Tofe
President, Snoasis Medical
Office
1-866-521-8247
rtofe@snoasismedical.com

Lindsay Polak
University of Colorado Technology Transfer
303-735-5518
lindsay.polak@cu.edu

FOR IMMEDIATE RELEASE

APDP: A MAJESTIC™ WOUND HEALING COCKTAIL OPENS NEW DOORS

Clinicians Weigh In: Affordable Growth Product is Needed; New Allograft Platelet Derived Protein (APDP) is a cocktail of Growth Factors, Providing a New Economical Alternative

Denver, Colorado, August 11, 2009 – Current growth factor products, which help speed wound healing and improve outcomes, cost between \$200 and \$2,500 per dose; when used in dental applications. A less expensive option, which requires drawing blood from the patient, is the use of autologous blood derived growth factors; costing between \$150 and \$400. Colorado-based Snoasis Medical has completed an agreement with the University of Colorado for the world-wide, exclusive dental rights to Allograft Platelet Derived Protein (APDP); a new growth factor solution expected to be distributed at a fraction of the cost. Not only will Snoasis be able to offer Majestic, the name of its new product, at a lower price of around \$100 per dose; this new, less expensive option is patient friendly; eliminating the need to draw blood.

According to Paul Rosen, DMD, MS, “if the promise of a low cost, efficacious, growth product becomes reality, clinicians would be able to incorporate the use of Majestic into the majority of their cases, rather than only the most challenging ones.” In early 2007, Snoasis Medical indentified APDP through one of its scientific advisors, and began the process of licensing the technology. Mark Roedersheimer, M.D, the inventor of APDP explains, “Wound healing is a complex process. Current products only contain a single growth factor; therefore, they only offer part of the solution in terms of speeding up and enhancing the healing process. APDP is a cocktail of numerous growth factors.” Roedersheimer is an assistant research professor at the University of Colorado Denver’s School of Medicine.

Robert Tofe, president of Snoasis Medical, began pursuing APDP for two reasons: “data suggesting superior angiogenic potential compared to recombinant platelet derived growth factor (rhPDGF), and a proprietary manufacturing process. APDP utilizes a natural source of growth factors, rather than recombinant technology; dramatically lowering manufacturing costs.”

To help support the development of Majestic, Snoasis Medical and CU were recently awarded a National Institute of Health (NIH) Phase I research grant. The completion of the license agreement with CU provides Snoasis with a second technology platform to go along with its line of placental based membranes. According to Tofe, “the addition of APDP will further strengthen Snoasis Medical’s position in the dental regenerative products market, and help fulfill Snoasis’ goal of becoming the number one dental regenerative products company.”

About Snoasis Medical

Founded in 2007, Snoasis Medical (Denver, CO) is focused on the development and commercialization of products for use in dental regenerative procedures. For additional information please visit www.SnoasisMedical.com.

About the Technology Transfer Office

The CU Technology Transfer Office pursues, protects, packages, and licenses to business the intellectual property generated from research at CU. The TTO provides assistance to faculty, staff, and students, as well as to businesses looking to license or invest in CU technology. For more information about technology transfer at CU, visit www.cu.edu/techtransfer.

About the University of Colorado

The University of Colorado is a three-campus system with four locations: the University of Colorado at Boulder, the University of Colorado at Colorado Springs and the University of Colorado Denver’s downtown Denver campus and Anschutz Medical Campus in Aurora. Nearly 54,000 undergraduate and graduate students are pursuing academic opportunities on CU campuses. CU is a premier teaching and research university, and is ranked sixth among public institutions in federal research expenditures by the National Science Foundation. Academic prestige is marked by the university’s four Nobel laureates, seven MacArthur “genius” Fellows, 18 alumni astronauts and 19 Rhodes Scholars. For more information about all of the CU campuses, go to www.cu.edu.

###